



THE AMERICAN ARTISAN MANUALS

THE
WINDOW DISPLAY
MANUAL

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THE AMERICAN ARTISAN WINDOW DISPLAY MANUAL

A CHOICE COLLECTION OF WINDOW
DISPLAYS OF HARDWARE AND KIN-
DRED LINES, WHICH PROGRES-
SIVE MERCHANTS HAVE PROVEN
TO BE OF VERY MATERIAL
SERVICE IN ADVERTISING
AND INCREASING THEIR
BUSINESS, TOGETHER
WITH COMPLETE DE-
SCRIPTIONS THEREOF.

Practical Window Dressing
Suggestions for the Retailer

1911

DANIEL STERN

THE AMERICAN ARTISAN

355 Dearborn Street

CHICAGO

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PREFACE.

There is probably no other element which affords a wider scope for the attainment of success in the great field of retail merchandising, and unquestionably none which can justly be credited with having accomplished greater results in this direction, than show window advertising. The owners of the great mercantile establishments in metropolitan centers are none the more profuse in their laudation of the show window as a pre-eminent factor in business building than are the merchants in the smaller towns. Alike they use it to promote their business; alike they succeed. The degree of success derived from this agency, however, is proportional to the ability displayed and the effort expended in producing a window display which will not merely attract attention but so attract it that sales will result, for it is "sales that move the wheels of business."

While the show window has for many years been an important factor in the development of the dry goods business and other lines, it is only within comparatively recent years that its value to the hardware merchant has been demonstrated. Time was when the average hardware dealer gave absolutely no consideration to the selling power of his store windows, and if one might chance to see a collection of articles of hardware in a window, "collection" would probably be the most appropriate descriptive term for it, for almost without exception the goods would be thrown in without any regard to arrangement or display. In those days it would be almost as rational to visit a blacksmith's shop in quest of artistry as to

look for it in a hardware establishment. The amount of business directly attributable to hardware window exhibits was practically a minus quantity. It did not occur to the majority of hardware dealers that their windows could be made to perform the duties of a salesman, with little expense, for they relied almost exclusively upon what little newspaper advertising they did to create a demand for their wares.

The contrast between the hardware store of a few years ago and that of today is indeed remarkable. The modern hardware establishment, far from being uninviting and ungainly in appearance, as it was wont to be in the past, is now as attractive and alluring as almost any business place. No longer does one see dust-begrimed windows with a motley assemblage of goods therein. No longer are the floors unswept or the counters and cases littered with dust. No longer does a rusty stove meet one's gaze when entering the store, nor does one see a badly arranged stock, necessitating a search through untidy shelves and compartments for articles in request. System has ousted confusion and old fogyism has given way to modern business methods.

While there are a great many hardware dealers in the United States who have attained a marked degree of proficiency in the art of window trimming through persistent effort and study of what actually constitutes a well dressed show window (and by a "well dressed" window is meant one which will not only advertise the store in a general way but will also sell goods), there are a vast number of retailers who, if they were provided with a volume containing illustrations and description of up-to-date window displays of hardware of proven merit and offering practical suggestions on

the subject, could design and install window exhibits which would multiply their sales.

To supply such a need is the purpose of THE AMERICAN ARTISAN WINDOW DISPLAY MANUAL. THE AMERICAN ARTISAN AND HARDWARE RECORD has, throughout the course of its existence, devoted a great deal of space to the subject of hardware window dressing and has continually urged upon the retail hardware trade the necessity of giving the utmost possible attention thereto, the result of which has been an awakening of interest among the hardware merchants of the country in this effective method of advertising. Hardware Window Display Competitions conducted by THE AMERICAN ARTISAN AND HARDWARE RECORD, in which substantial cash prizes have been offered for photographs and descriptions thereof of business-getting window exhibits of hardware, have induced hundreds of hardware men to put forward their best efforts towards originating displays that would increase their business. In THE WINDOW DISPLAY MANUAL many of these exhibits are reproduced, with lucid descriptions of same. It goes without saying that as these displays have proved very profitable to those who have used them, they are worthy of study and emulation by the retail hardware trade at large, to whom this volume is especially dedicated.

No hardware merchant can afford to neglect his show windows, and if through lack of knowledge of the art of window dressing any have been unable to trace material results from their window displays, it is hoped that a careful perusal of the following pages will open up a vista of helpful ideas and suggestions that will put their windows on a paying basis.

THE FIRST PRIZE WINDOW (1907.)

The judges of THE AMERICAN ARTISAN'S 1907 hardware window display competition awarded the first prize (\$50) to Mr. H. W. Dieterle, who is connected with the Murphy-Maclay Hardware Company, of Great Falls, Montana. The photograph which received the unanimous reward of the three judges for first place is reproduced herewith. The description of the window submitted by Mr. Dieterle ("Montana") with the photograph, was as follows:

"This is a general display of cutlery, sporting goods, nickel and aluminum ware, tools, kodaks, etc.

"The color scheme as a whole was gold, green and white.

"The goods on lower foreground were placed on an inclined base, to bring the goods in the rear into better view. The inclined base was covered with green cloth, every article being decorated with a sprig of artificial leaves.

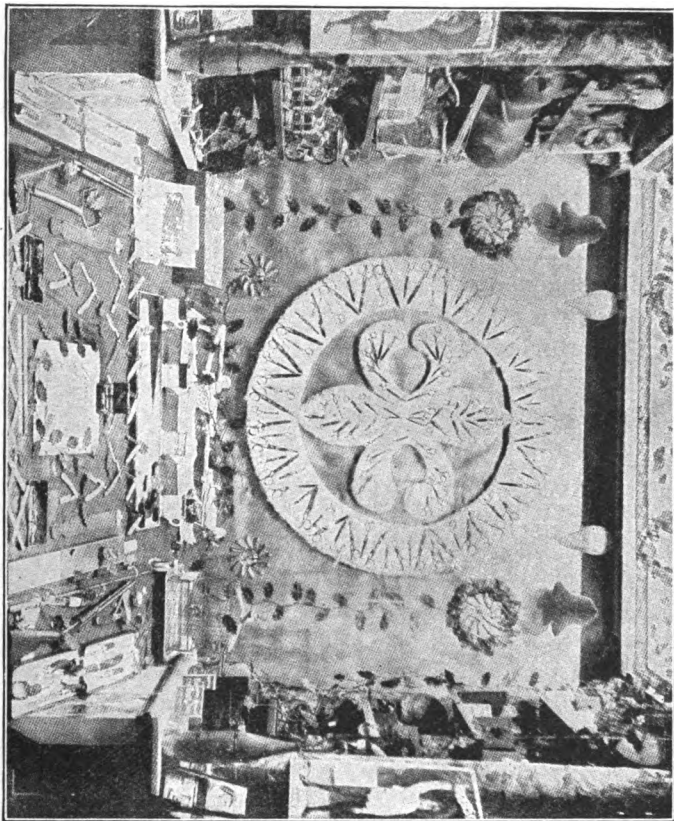
"The background, under cornice, was covered with building paper and then gold bronzed. The decorations were vines and wreaths made of artificial flowers.

"The center piece was cut out of lumber, covered with cotton batting and sprinkled with mica flitter. To the center piece were fastened scissors of all kinds.

"On the right and left sides of the window were gold bronzed metal shelves. On the right were displayed kodaks, etc., on the left carpet sweepers, nickel and aluminum ware, striking bags, etc.

"The pillars supporting the cornice were made of galvanized iron, covered with green onyx paper and varnished to give a polished appearance.

"The cornice was made of wood, covered with onyx paper, decorated with wreaths and vines, made of artificial leaves. Out of each wreath were extended elec-

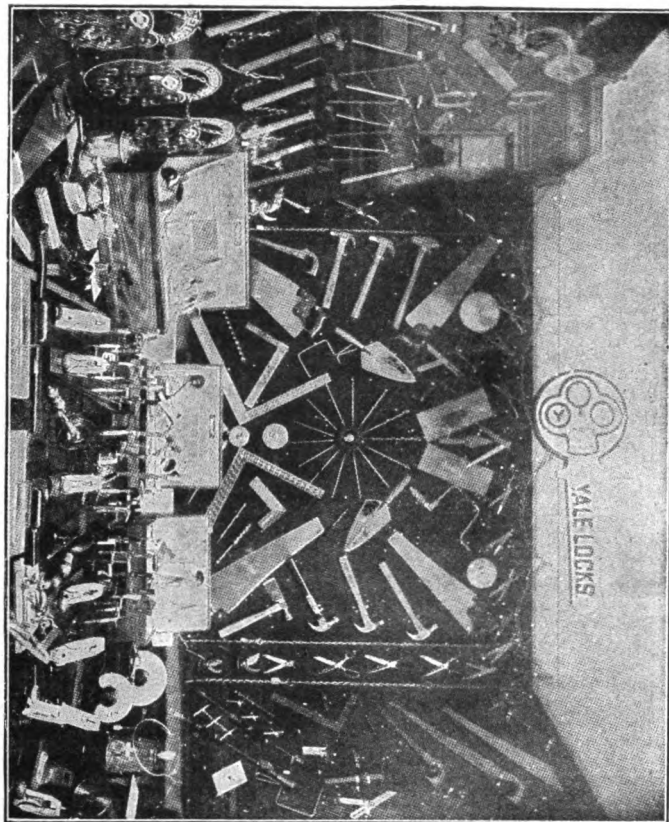


tric lights having glass shades. Four electric lights in ground glass globes were also extended from lower portions of the cornice, and these were connected to an electric flasher."

THE SECOND PRIZE WINDOW.

The photograph that secured the second prize (\$25) in the hardware window display competition conducted by THE AMERICAN ARTISAN is reproduced herewith. This display was made by Mr. C. T. Cul-lom ("Our Man Friday") for Knight-Marshall-Howe Hardware Company, 114 West Second street, Sedalia, Missouri. The window shows a line of various kinds of tools, etc., and its highly commendable feature is that, while plenty of goods are shown, the display in fact being lavish, the arrangement is such that every article commands attention and none is crowded out of sight or overshadowed by its neighbors. It is the kind of window that appeals to the practical hardware man and exercises the attraction required upon the general public.

Bear in mind in dressing your windows that white contrasts with black and harmonizes with gray ; white contrasts with brown and harmonizes with buff ; cold green contrasts with crimson and harmonizes with olive ; warm green contrasts with crimson and harmonizes with yellow ; green contrasts with colors containing red and harmonizes with colors containing yellow or blue ; orange requires blue, black, purple or dark colors for contrast and warm colors for harmony ; citrine contrasts with purple and harmonizes with yellow ; russet contrasts with green and harmonizes with red ; gold contrasts with any dark color, but looks richer with purple, green, blue, black and brown than with other colors. It harmonizes with all light colors, but least with yellow. The best harmony is with white.



THE THIRD PRIZE WINDOW.

In the hardware window display competition conducted by THE AMERICAN ARTISAN, the third cash prize was awarded by the judges to Mr. Geo. A. Trau, with the Trenton Hardware Company, dealers in hardware, stoves, tinware, etc., at Trenton, Missouri. The photograph which won this prize was submitted by Mr. Trau with the signature "No. 1 No Name," and is re-produced herewith.

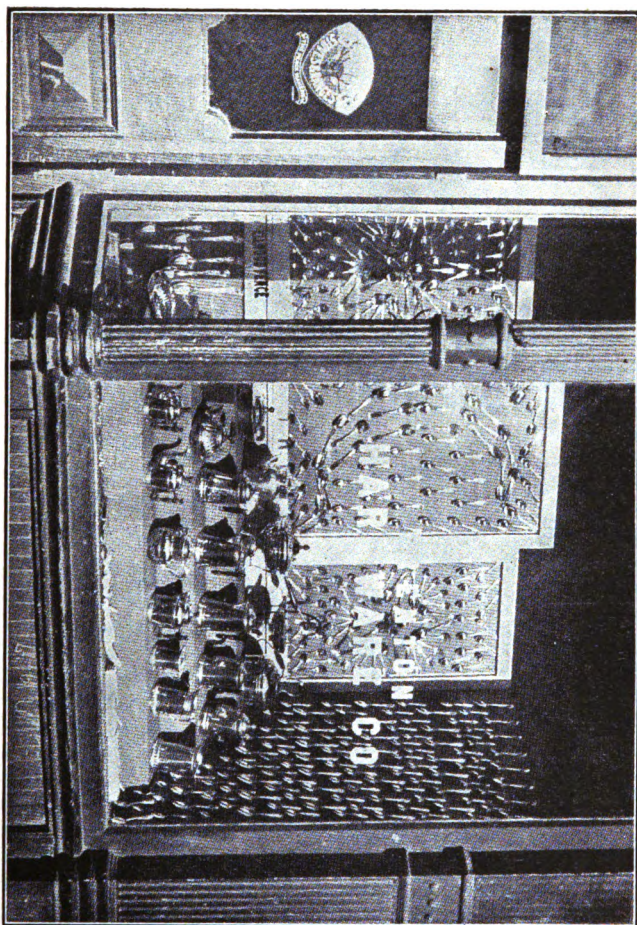
The arrangement of the window was briefly described by Mr. Trau as follows:

"This was a display of nickel ware arranged on a four-step platform in a small window. The goods shown included chafing dishes, serving dishes, trays, tea kettles, tea pots, coffee pots, etc., while the background consisted of an arrangement of table spoons and tea spoons. The platform was covered with black cloth and the background with dark green and yellow."

This display was regarded by the judges as a tasteful arrangement of a single line of goods, arranged so as to compel attention and cause passers-by to note the various forms of nickel-plated ware, and also to interest them in the question of spoons, of which no household can have too many.

Mr. Trau is one of the Missouri men who do not have to be shown how to arrange a captivating show window.

Your goods are bought to sell. To sell them you must show them. The better you show them the more you will sell. Therefore, your success depends largely upon your displays.



THE FOURTH PRIZE WINDOW.

The fourth cash prize in the hardware window display competition conducted by THE AMERICAN ARTISAN was awarded by the committee of judges to Mr. Adolph G. Droegkamp, with John Droegkamp Company, hardware, stoves, furnaces, etc., 1515 Fond du Lac avenue, Milwaukee, Wisconsin.

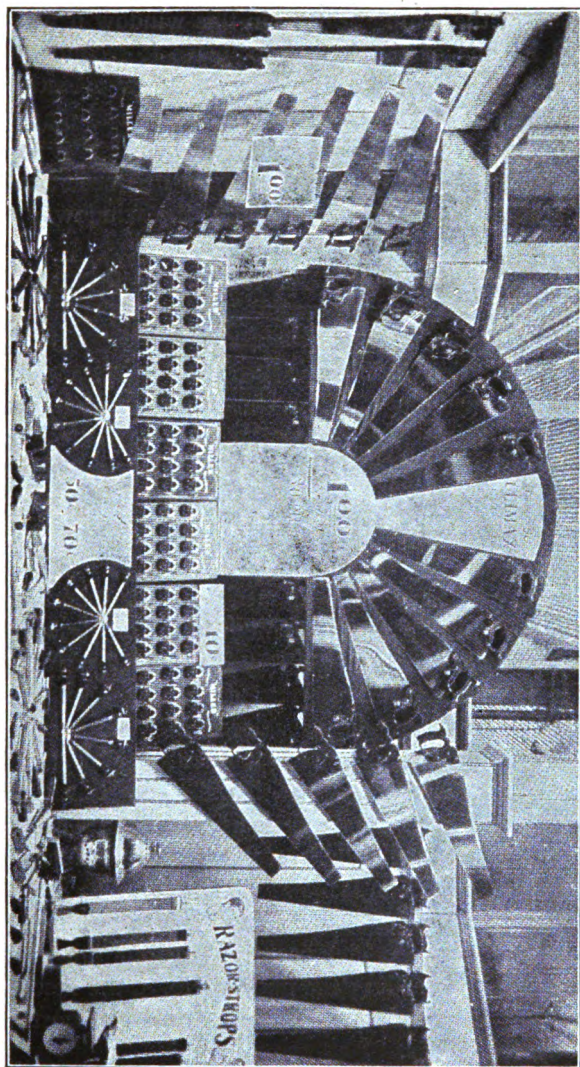
The photograph was submitted by Mr. Droegkamp with the signature "Pad Saw Bit," and is reproduced herewith. The description of the window sent in by Mr. Droegkamp was as follows:

"The half-circle was cut out of $\frac{7}{8}$ -inch matched fencing, and covered with bright red calico. The board on which the expansive bits are fastened was also covered with red calico. The floor of the window was covered with white paper.

"The main object in trimming this window was not to crowd as many tools as possible into the same, but was intended to increase the sales on three items, namely, hand saws, expansive bits and padlocks. We believe that a window of this kind is much more productive of sales than if it were filled with all sorts of tools; it forcibly conveys to the mind of the public that there is a special sale of saws and expansive bits.

"The sales in the tool department showed a marked increase during the two weeks that this display was in the window. The price-cards helped materially in swelling sales."

The one special meritorious feature noted by the judges in this window was the fact of it telling something. There is hardly one point of criticism to be made, save on the feature of some showing of negligence and slighting in the dressing of the window. By



reason of the strong feature in this window it was desired by one of the judges to place it second in the contest, but when the other judges drew attention to the slight negligence shown therein, it was placed as the fourth. The judges referred principally to the fact that the display of razor-strops had been broken, apparently by selling strops from the window.

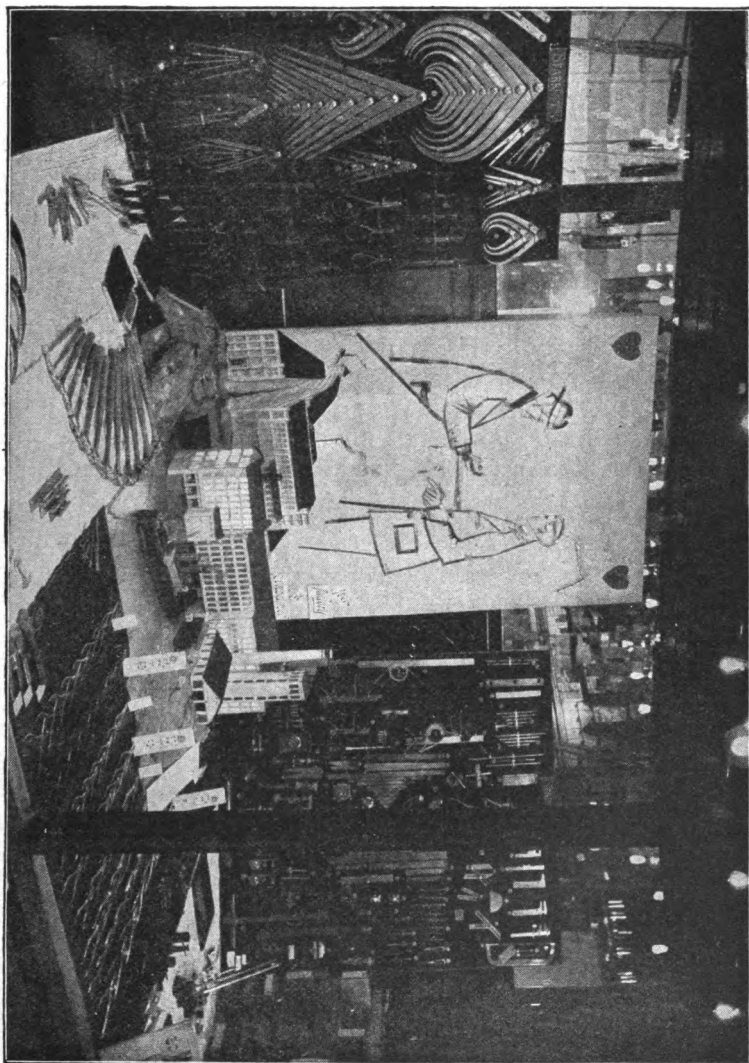
THE FIRST PRIZE WINDOW (1908.)

The judges chosen to examine the photographs that were submitted in THE AMERICAN ARTISAN'S prize hardware window display competition which closed on April 1, 1908, awarded the first prize to Martin Jenter of the Warner Hardware Company, Minneapolis, Minn., who entered the contest under the assumed name of "Marshall Vorwarts." The photograph which was unanimously selected by the judges to be the first in order of merit we reproduce herewith, and take pleasure in publishing the description of this window as submitted by Mr. Jenter as follows:

"This window as photographed has 14 front feet of glass and is 6 feet deep, enclosed in wood work finished in mahogany. The particular tool window shown is the outcome of a plan showing the disposition of the goods from the manufacturer to the consumer. The card lying in the foreground has the following printed on it:

"Here is shown: No. 1, the factory making the goods; No. 2, the steamer transporting the goods; No. 3, the man selling the goods; No. 4, the mechanic requiring the goods; No. 5, here is your opportunity to buy the goods.

"The factory building is made of card-board and



is an exact reproduction of the manufacturers' tool factory, as illustrated by them. The 285 windows in the main building were cut out of the card-board. Behind this was placed 12x12 mesh wire cloth to represent the old-fashioned small panes of glass in the factory windows. Blue tissue paper was glued behind the screen to give a better lighting effect. The roof is made of emery cloth. The newer part of the factory is separated from the old factory by a broad street formed in the window by actual stones, sand, gravel, etc. The perspective view of the factory in the distance is the hand-painted work of the window trimmer on card-board.

"The steamer in the foreground is made of miscellaneous hardware, butts, auger bits, oil-stones, etc. The boat is anchored with chains, but ready for departure, as indicated by the smoke (steel wool) arising from the smokestack of the steamer.

"The man selling the goods representing the clerk standing behind the counter, the man using the goods, and the mechanic before the counter, are made entirely out of mechanics' tools. Careful inspection will show the center gauge serving as the salesman's necktie, the outside calipers giving the outline of his head; the squares outlining the pocket lapel; the buttons of the coat represented by ball points; and on the customer we call your attention to the hat made of a micrometer caliper; outline of the coat with die stocks; buttons on the coat sleeve with dies; the hand of thread gauges and rules; the creases in the elbow of the coat with calipers.

"One of the most attractive features of the window and not shown in the photograph was the genuine smoke coming out of the two front smokestacks of

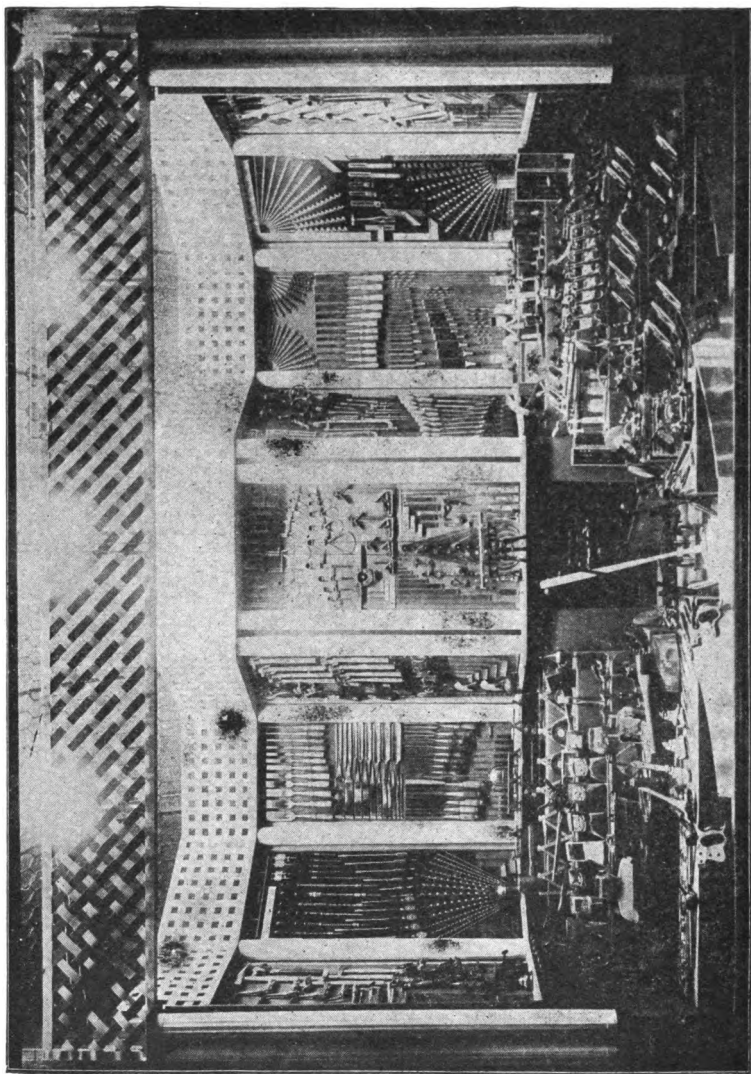
the factory proper. This feature was brought about by means of a stove made of a tin box and screens in which was burned 'incenso,' the stove being placed behind the tool display board at the right near the entrance to the window and connected with the chimney by pipes, made of brass tubing, running under the street and through the factory to the chimney, as evidenced by the dark shadow in the window. The smoke was driven through the pipes by the heat of a 32-candlepower globe underneath the screen plate."

THE SECOND PRIZE WINDOW.

We reproduce herewith the photograph that captured the second prize in THE AMERICAN ARTISAN'S hardware window display competition. The award was made by B. W. Haverfield, 911 Houston street, Fort Worth, Tex., who submitted the photograph under the nom-de-plume of "Steel & Iron." The photograph, as will be seen, represents a window display of carpenters' and mechanics' tools. The window was 10½ feet long, 8½ feet high, 4¼ feet deep and was arched with leaded glass over the top.

The color effects in this display were red, white and royal purple. The latticed arch near the front of the window was supported by two columns at each end placed upon a base of proper height to suit the front of the window. The octagon shape arrangement of the sample boards in the rear was supported on packing boxes nailed together, with a 4-inch rail or board cut to half octagon shape and used to form the top and bottom of the openings between the columns for the sample boards containing the goods displayed.

The columns were made by nailing a 3½-inch circle



of wood on each end of a $\frac{3}{4}$ -inch by 2-inch piece of wood of proper length, then covering the same with closely plaited white cheese cloth. The sample boards in the rear of the display were constructed of lumber from packing boxes $\frac{1}{2}$ inch thick, cleated together and covered with rich red canton flannel, upon which the small and lightest tools were arranged. These display boards were held in place by screws at the top and bottom.

The step arrangement of shelves at each end on the floor of the window was covered with royal purple cheese cloth, upon which the larger and heavier goods were displayed. All the frame work seen from the street was painted white with cold water paint. The lattice work was made from cardboard cut into strips $1\frac{1}{4}$ inches wide. The front lattice work was red and white and the rear all white.

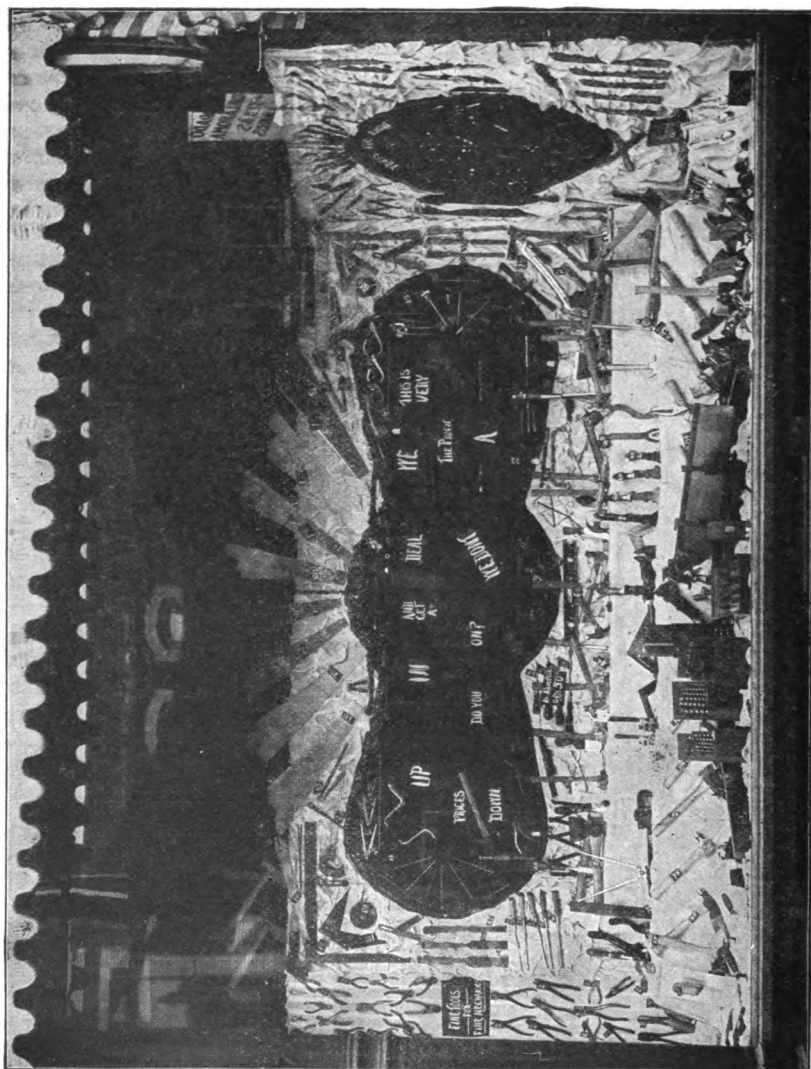
The entire cost of this display did not exceed \$7.00 outside of labor. The window attracted a great deal of attention, and many sales in the tool department can be attributed to it.

THE THIRD PRIZE WINDOW.

The third cash prize in THE AMERICAN ARTISAN'S recent hardware window display competition was awarded by the judges to B. G. Moseley, connected with the Bailey-Downing Hardware Company of Mason City, Ia., who, under the name of "N. F. Everett," sent in a photograph of a window trimmed with tools, a reproduction of which we publish herewith.

The following details concerning this display were sent in by Mr. Moseley:

"This tool window was made in the spring about



the time that building operations began. The back-ground was of white shirred cheesecloth, a portion of which was covered by cloth of a dark green color in the form of a design. Upon this green cloth a puzzle was arranged made up of words and tools as follows: 'Brace up, File in and get a Square deal. We Pinch the profit. This is very Plain. Prices Hammered down. Do you Catch on? We don't Monkey a Bit.'

"The window was lighted at night with a row of electric lights above the display. I might mention the fact that the size of the window was 5 x 11 feet.

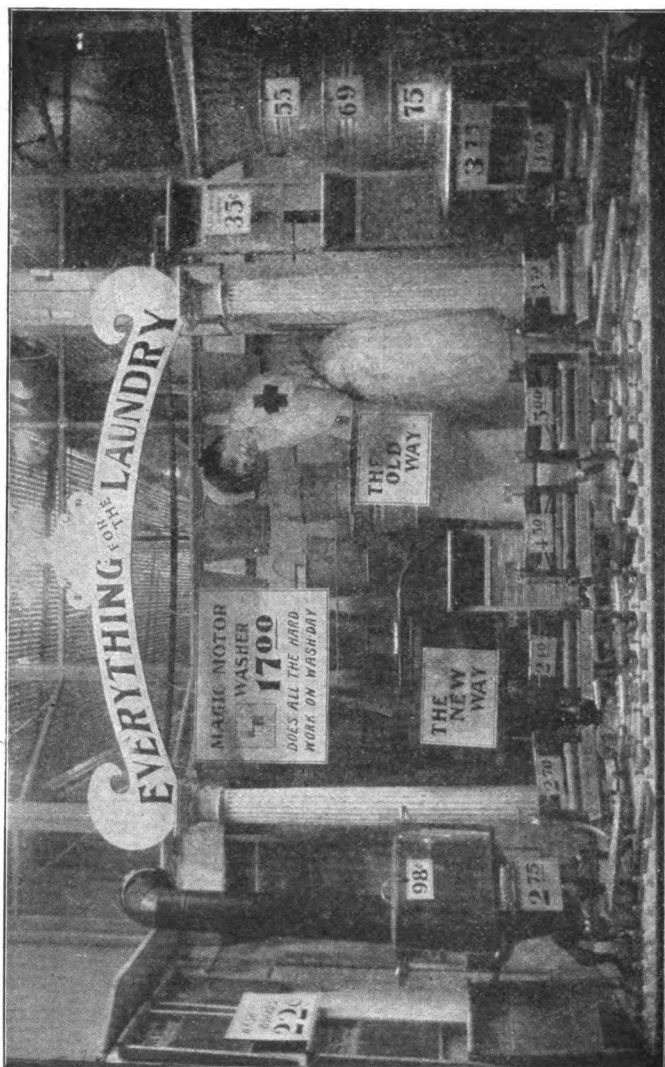
"It proved to be good advertising for us, for it was talked of all over the town. All the goods were priced, and very encouraging results in the way of sales were obtained, which was positive assurance that the time and trouble taken in dressing it was very well spent."

THE FOURTH PRIZE WINDOW.

The fourth award in the window display competition conducted by THE AMERICAN ARTISAN was made to Adolph G. Droegkamp, 1515 Fond du Lac avenue, Milwaukee, Wis. Mr. Droegkamp entered the contest under the assumed name of "Magic Laundry," this nom-de-plume being quite in keeping with the mechanical laundry display exhibited in the photograph submitted and which is reproduced herewith. It might here be stated that Mr. Droegkamp received the fourth prize in the 1907 competition, when he sent in a photograph showing a window dressed with saws, locks and other hardware.

The description of the window as submitted by Mr. Droegkamp is as follows:

"The photograph represents a mechanical laundry display, portraying 'the old way' and 'the new way' of



doing the family washing. The life-like motion of the figure of a female going through all the movements of a woman working on a wash board attracted considerable attention.

"It is rather difficult to make an attractive laundry display, but this one certainly brought the business.

"The figure was cut out from a poster, which was pasted upon a sheet of galvanized iron from which the outline was obtained. It was cut through at the waist line, the lower part of the body being stationary. The upper part was kept in motion by means of the water-power washing machine, which is also shown in the picture.

"The arch was cut out of lumber, seven-eighths of an inch thick, and was supported by two 5½-foot columns, and painted white. The background of the display consisted of a number of panels covered with muslin and painted with two shades of light green.

"The price cards and all the lettering were very conspicuous. We think that this adds very materially to the effectiveness of any window display."

A GOOD DISPLAY OF CUTLERY.

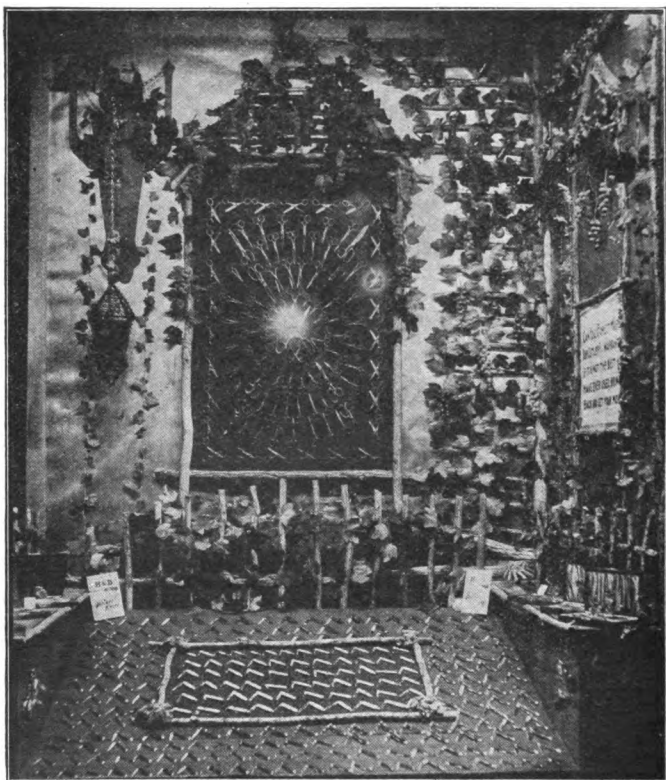
A cutlery display that received honorable mention from the judges in THE AMERICAN ARTISAN'S recent window display competition, was made by Mr. H. W. Dieterle for the Murphy-Maclay Hardware Co. of Great Falls, Mont.

The photograph, which was submitted under the nom de plume "Treasure State," is reproduced herewith, Mr. Dieterle's description of the display being as follows:

"The goods displayed were pocket knives in the foreground, scissors in cases to the right and left sides

and scissors on the background. The general color scheme was gold, black and yellow.

"The foreground was in yellow, on which stag and



black-handled pocket knives were placed. The center of this foreground was paneled off with tree limbs, the center panel being in black, on which pearl-handled pocket knives were placed.

"The scissors in the background were fastened to

black cloth, the balance of the background being in gold. To the left was an antique lantern in which was a red electric globe. The bracket supporting it was made of $\frac{7}{8}$ -inch boards and stained with an antique color. To the balance of the background were nailed pieces of tree limbs with the rough bark on. To these were fastened artificial grape vines and grapes. Scattered amongst these artificial vines were many two-candle-power electric globes in red, amber and green. The effect as a whole was very handsome. The pocket knives were all marked on the open blades with the price in plain figures."

A DISPLAY OF FISHING TACKLE.

A window display of fishing tackle that was highly commended by the judges in the recent hardware window display competition conducted by THE AMERICAN ARTISAN, was gotten up by Mr. R. J. Prowell of the Prowell Hardware Co., Birmingham, Ala. The photograph of this display, which was submitted by Mr. Prowell under the name "Soda Pop," we reproduce herewith.

Mr. Prowell's description of the display is as follows:

"The wooden framework necessary in making this display included the arch for the front of the window, the folding-screen in the center and the two fan-shaped displays of jointed rods in the top of the window. The window was 11 feet long, $8\frac{1}{2}$ feet high and 5 feet deep. The colors used were green, orange, white and red. The front arch consisted of two frames made of light wood and fastened together in the rear with light strips of wood. The outside frame of this arch was

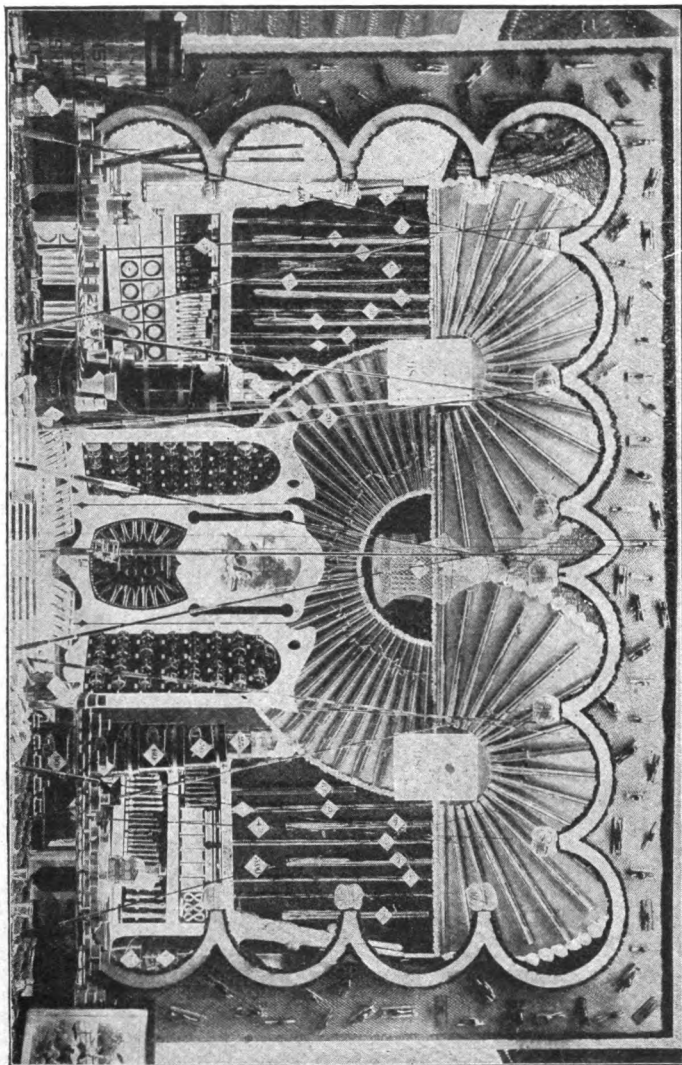
square, while the inside was made of three-quarter and one-half circles of wood sawed out of three-quarter-inch poplar boards and joined in sections.

"After the frame was put together and painted white, the whole was covered from the rear, first with fish netting, then with green cheese cloth, with thick wrapping paper over all to exclude all light from the rear of the arch at night. Red puffing was then run around the edges of the frame and a ball of fishing line was placed on each point of the arch, fishing lines also being arranged promiscuously on the green ground.

"The center display of reels was made in a three-fold fire screen, which was sawed out of three-quarter-inch dressed lumber, the open panels being covered from the back with heavy board covered with green velvet, upon which the reels were displayed. On the center top panel of the screen was a colored lithographed picture of a woman fishing and reposing comfortably on the shore of the lake, waiting for a 'bite.'

"The fan-shaped arches at the top of the window were made from buggy rims with a strip of wood across the bottom. They were covered with wire cloth, the wire cloth being covered with orange-colored cheese cloth, with puffing around the outer edge. The jointed rods were held in position by being sewed on the display frames with a large needle and cotton cord. The half-circle design on the back of the window was worked out with puffing around an orange-colored ground. The remainder of the back-ground of the window was green.

"The display contained a complete line of fishing tackle, rods and accessories for the most fastidious angler. A novel feature was a display of several



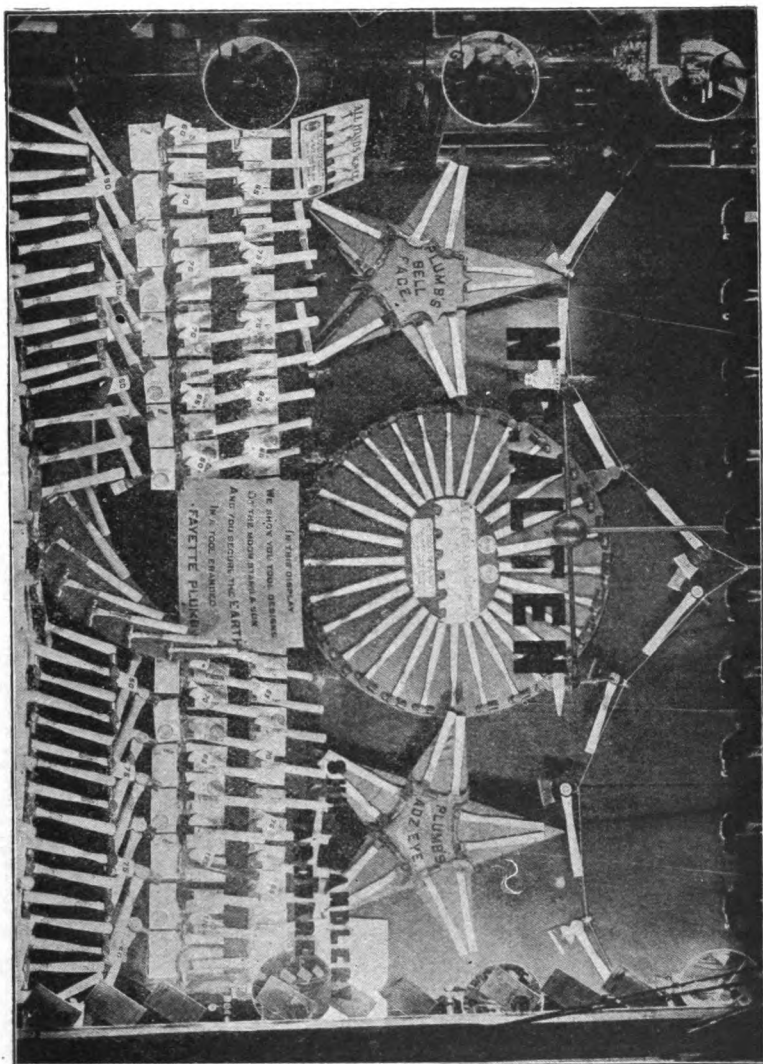
quart-size demijohns, which were placed at conspicuous points in the window. Quite a little of the goods in the display was priced. The window attracted a great deal of attention and was a success in every way."

AN ATTRACTIVE HARDWARE DISPLAY:

A window display that received honorable mention from the judges in THE AMERICAN ARTISAN'S hardware window display competition which closed on April 1, was that represented in the photograph submitted by Clarence E. Ledyard, with N. C. Alten, 221-223 Broadway, Lorain, Ohio. Mr. Ledyard says that he takes a great interest in window dressing and thinks that the time and labor spent in making an attractive display in a store window is sure to bring profitable results. Mr. Ledyard describes the display as follows:

"The display here shown is made up of a well known line of hammers and hatchets, and was on exhibition for a period of two weeks, during which time it attracted considerable attention and was the means of bringing quite a lot of trade to the store, which we would not have had without it. The color scheme used was black and yellow. The entire background steps were black, while the designs of the sun, moon and stars were a light shade of yellow, to represent as nearly as possible the color of the light given by these bodies.

"The signs in the center of the window was an original idea, serving as a key to the display by drawing attention to the fact that by making a purchase of a hammer or hatchet in the Alten store the customer secures the earth."



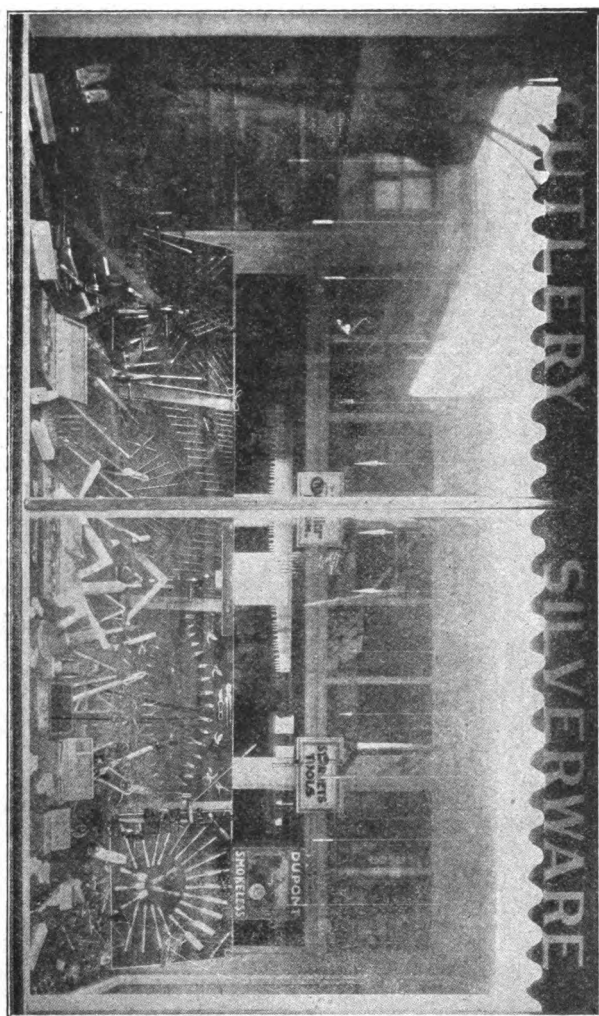
The "sun" is evidently represented by the circular design in the center of the display, in which the hammers are intended to represent the beams of light radiating from it. The "stars" referred to are shown on either side of the "sun," while the moon is probably the crescent-shaped article placed just below the tool sign.

AN EFFECTIVE TOOL DISPLAY.

The judges in THE AMERICAN ARTISAN'S hardware window display competition spoke very favorably of the display, shown in the accompanying photographic reproduction, made by W. S. Easeley, with the Janssen Hardware Co., Eureka, Cal.

This window was arranged essentially for a tool display. The dimensions were 18 feet by 5 feet 6 inches. The background consisted of a series of sample boards $3\frac{1}{2}$ feet by 3 feet in size, covered with black cloth. On these were arranged sundry small tools, such as nippers and pliers, brace bits, chisels and screw drivers, each board being confined to one line. The sample boards reached to the top of the back panel, above which was a line of plate glass, affording a clear view of the interior of the store.

The wall end of the window was covered with black cloth to a height of about six feet, and on this a variety of hand saws were arranged. Fronting the sample boards in the rear, a series of bench drills were arranged, and at intervals between these breast drills were fastened into the floor with drill attached. On some of the larger drills other tools were attached, and hung or laid on top. The whole gave the necessary raise to the rear display. Next in front was a light

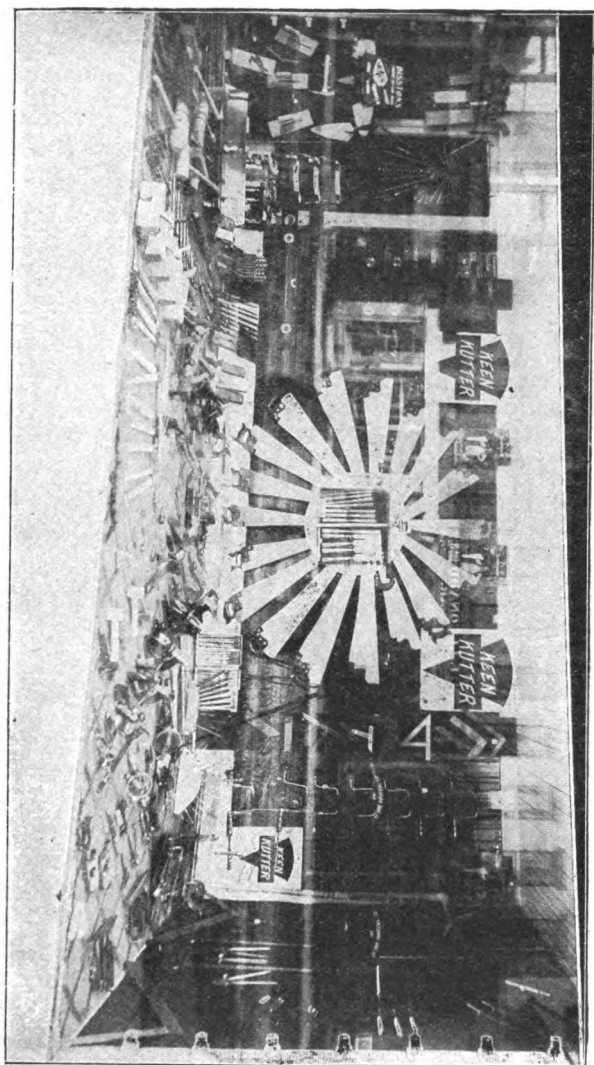


rack with two inclined planes descending from a raised center, and used as a support for heavy chisels and gouges, which were laid diagonally with the handles resting on the rack. Beneath these, the black covering on the floor was relieved by small tools with a bright surface. Next toward the front of the window was placed a line of machinists' taps and dies in sets, and the spaces between these were set off with various smaller tools, oil stones, slips, etc.

The triangular end of the window was given over to machinists' tools, steel tapes, etc. Suspended from the ceiling by a brass chain was a plate glass shelf, on which were displayed smaller tools. Suspended from the ceiling along the front were a number of plumb bobs, and further back some buck saws, mainly to relieve the vacant appearance when looking at the window from across the street. The buck saws were also used as a means for suspending a few light articles such as nickel-plated pocket levels, etc., in rows. Here and there the background of the window was relieved with signs, one of which read as follows: "A Good Mechanic Wants a Good Tool; A Poor One Needs It."

A NEAT ASSORTMENT OF TOOLS.

An attractive window display made by Mr. Ed. McNamara, with McGuire Bros., 408-410 E. State St., Rockford, Ill., was highly commended by the judges in the recent hardware window display competition conducted by THE AMERICAN ARTISAN. The photograph of this display which was submitted under the name "Our Choice," we reproduce herewith. Mr. McNamara is a clerk at McGuire Bros., who carry an extensive line of tools, hardware, stoves and ranges,



and who do plumbing, heating, slate and tile roofing, and furnace and tin work of various kinds.

The following is Mr. McNamara's description of the display:

"Our Choice" window display was made up of tools. The window was 6 feet high, 14 feet long and 5½ feet wide. It had a ceiled top, sides and top lighted with electric lights and the flat bottom covered with linoleum. The back 'center piece' was made of hand saws which formed a circle, the small ends having been held in place by two discs of galvanized iron 24 inches in diameter, held three-quarters of an inch apart with small ferrules, and bolted through the ferrules with stove bolts, one end of the saw resting on a ferrule, and the other end suspended from the ceiling with fine wire.

"In the center of the circle was a complete set of chisels in a box, and on top of the box were two key-hole saws. To the right of the center were displayed small steel squares, tri-squares, 'T' bevels and braces, each brace holding a bit of different size. On the left of the center were displayed levels, draw knives, auger bits, drill bits, car bits, back saws, and mason's tools. All of these were mounted on boards of proper size to correspond with the size of the tools. The boards were covered with black cloth.

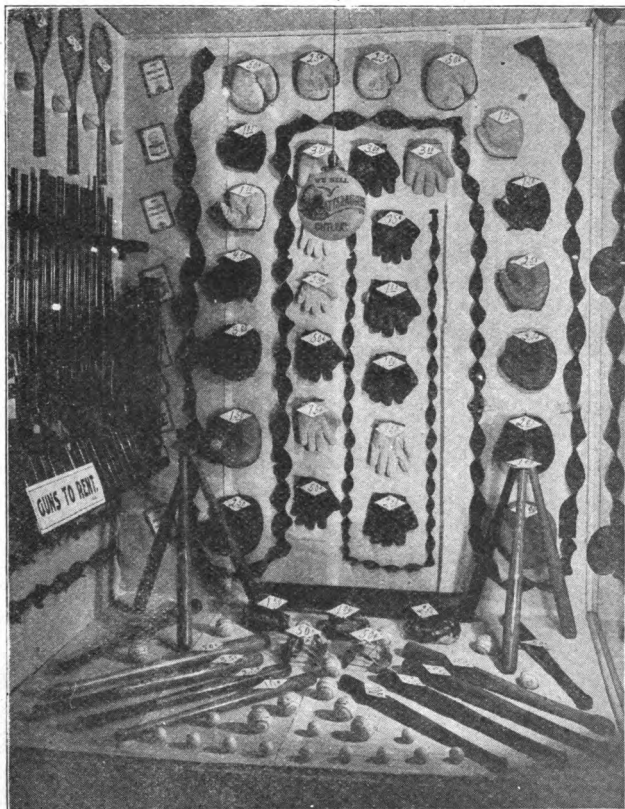
"On the bottom were placed miter boxes and saws, planes of all sizes, hammers, hatchets, floor-scrapers, screw-drivers, oil-stones, hand-drills, saw-clamps, saw-files, gauges, wrenches, rules, tape-measures, bench-screws, mallets, pinch-bars, and other hardware tools.

"A few signs properly distributed helped to make the display attractive, which was the means of bringing new customers to our store. We received many

compliments on this display, and we think the time spent in getting it up was used to good advantage."

A WINDOW DISPLAY OF SPORTING GOODS.

A window display of sporting goods that was very favorably commented on by the judges in THE



AMERICAN ARTISAN's recent hardware window display competition was submitted by Arthur Hoffman, with

P. Hoffman, Sedalia, Mo. Mr. Hoffman's description of the window was as follows:

"The background, side wall and floor of this window were first covered with white crepe paper. The background was used to display a number of baseball gloves and mitts, and a number of sporting goods catalogues. Narrow strips of bright red crepe paper, twisted, also helped to make the background attractive.

"Along the side wall were displayed a stationary gun rack, filled with various kinds of shotguns, and two leather gun cases, also a number of tennis rackets and balls.

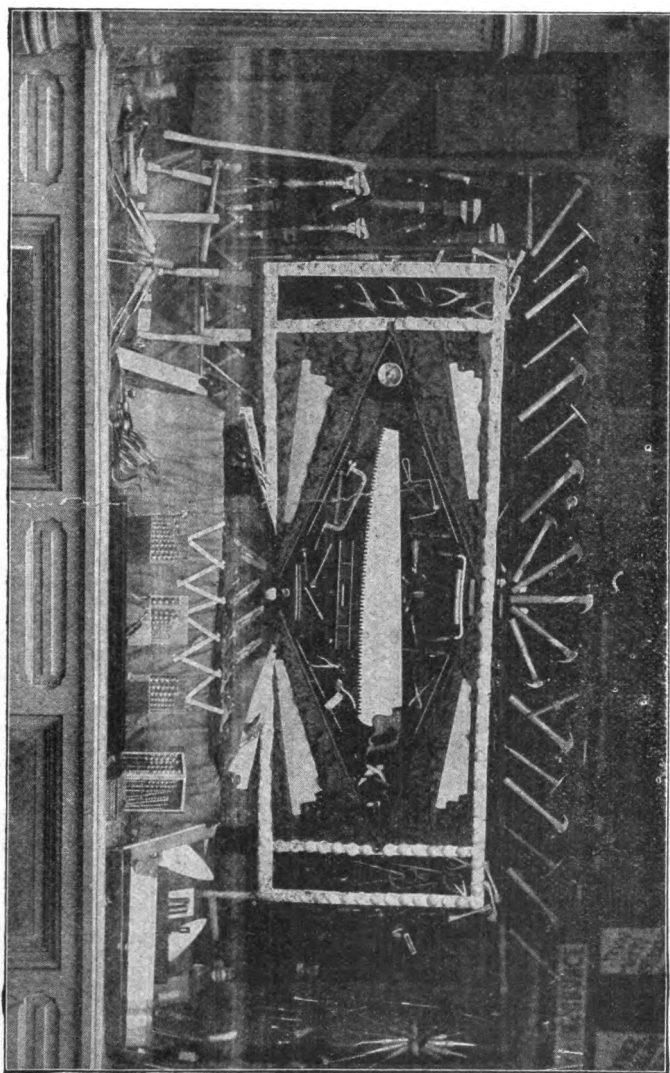
"The floor of the window was used to display baseball bats, base and golf balls, and ball masks.

"The window proved to be a good business getter, and it attracted much attention."

A TOOL DISPLAY THAT BROUGHT BUSINESS.

A window display that received honorable mention at the hands of the judges in THE AMERICAN ARTISAN'S window display competition, was that made by Mr. B. G. Moseley with Bailey-Downing Hardware Co., Mason City, Ia. The photograph of this display which was submitted to Mr. Moseley under the name, "E. J. Gordon," we reproduce herewith. The following is Mr. Moseley's description of the display:

"This tool display proved to be about the best we ever put in. We received many compliments on it, and the time taken in getting it up was well spent, for we were amply repaid by several good sales that were made, and which can be said to be the direct result of our display. The color arrangement was carried out to a very striking effect. The colors used were



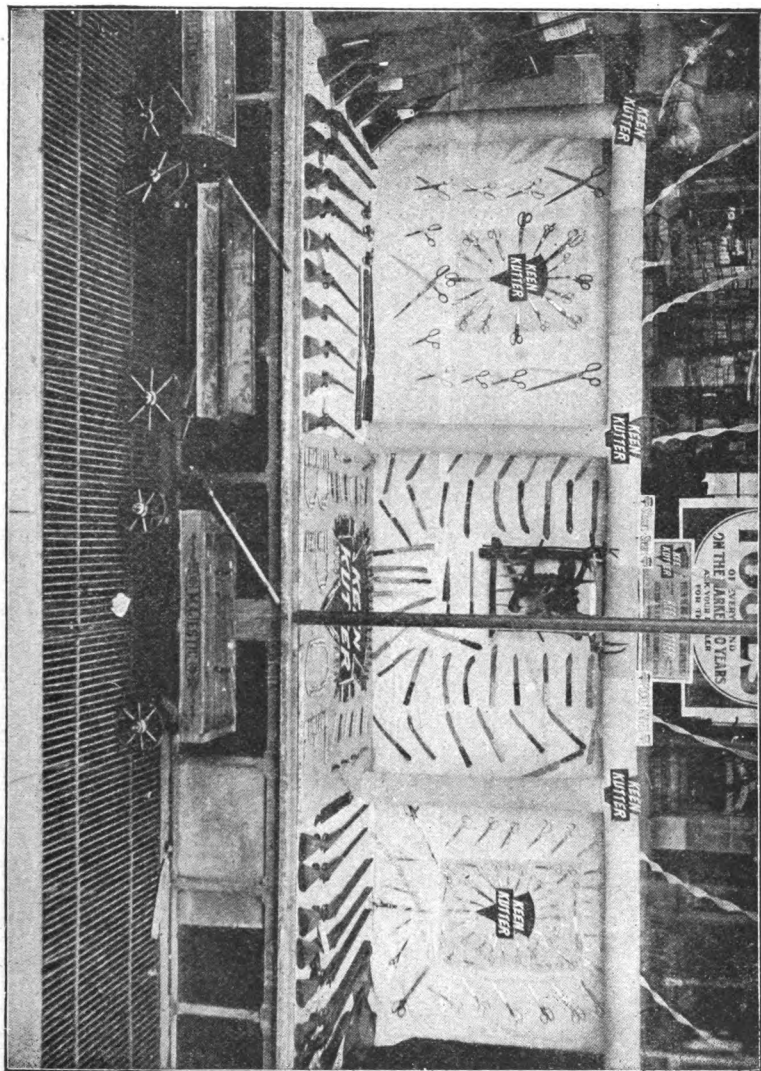
orange and black. The entire background was covered with black bunting trimmed with orange. A large border was placed around the window, which consisted of a metallic tape line, and the border surrounding the diamond, shown in the picture, was made up of white and blue carpenter's chalk. This latter border was commented on as being one of the most striking features of the display. The outline of the diamond shown in the center, was formed of $\frac{3}{8}$ -inch sisal rope. A platform 18 inches high was constructed in the foreground on which were placed saws and planes, tools being displayed on the floor of the window. The window, which measured 5x12 feet, was continually surrounded by pedestrians who were attracted by the symmetrical arrangements of the articles exhibited, and the general get-up of the display."

DISPLAY OF CUTLERY AND SPORTING GOODS.

A window display that received honorable mention from the judges in THE AMERICAN ARTISAN'S recent hardware window display competition, was made by Mr. W. C. Gowin of Watertown, S. D., who submitted the photograph of the display under the initials, "B. P. O. E."

The display, which was exclusively of cutlery and sporting goods, Mr. Gowin describes as follows:

"The trimmings and decorations of this display were in honor of the Benevolent Protective Order of Elks, which was dedicating a new building in this town at the time. The background was made up of stovepipe and wire netting, covered with the colors of the Elks—white and purple.



"The letters 'B. P. O. E.' shown on the floor of the window, were made up of pearl jack knives, and the 'Keen Kutter' sign on the floor was trimmed with jack-knives. The two 'Keen Kutter' signs shown in the background on either side of the elk's head, were trimmed with 'Keen Kutter' shears, while knives and razors of all descriptions are shown in the center of the window, on the background and on the floor. Guns and hunting coats are shown to the extreme right and left.

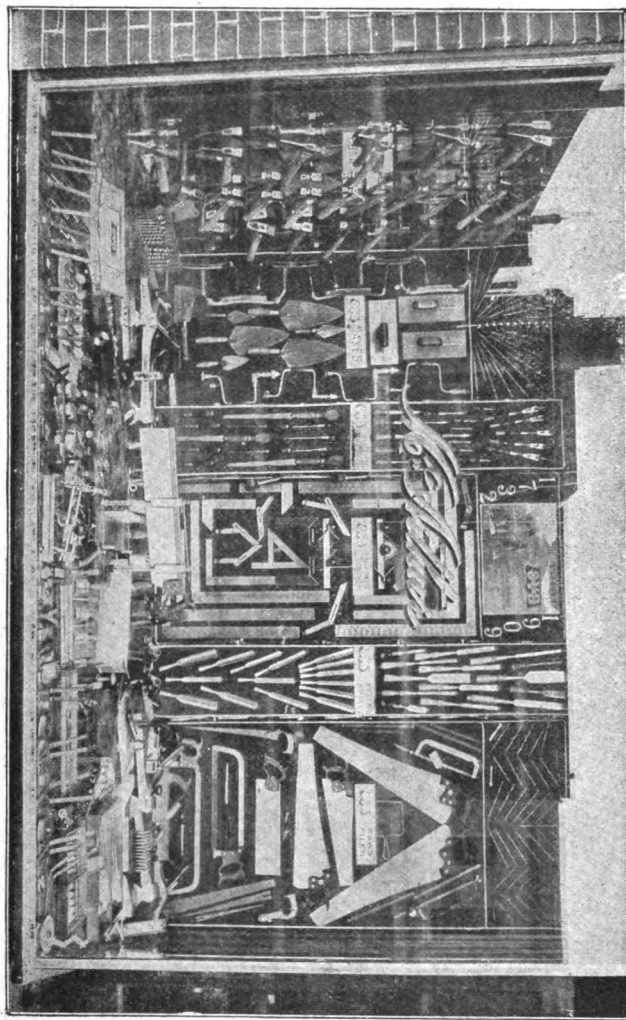
"The window attracted much attention and was a very good advertisement for us.

AN EXCELLENT TOOL DISPLAY.

The judges of THE AMERICAN ARTISAN'S recent Hardware Window Display Competition, made honorable mention of the exhibit submitted by C. A. O'Donnell, with D. R. McArthur & Co., Greeley, Colo. Mr. O'Donnell's description of the display is as follows:

"This was not only a very complete display, but very attractive and brought results. The back wall was covered with dark red denim. The posts or columns were made of one-inch lumber, and were also covered with denim. They projected from the wall five inches, were twelve inches across the face, and seventy inches high. They rested on a base four inches high and fourteen inches wide.

"The large boards or panels in the back, to which the tools were fastened, were made separately and screwed to the wall. These panels were 39 inches high and 70 inches wide, and were covered with red denim. The border of the panels and columns consisted of white sash cord nailed on with small brads.



"Between each column was a step four inches high and fourteen inches wide. Tools were shown on the side of the columns as well as on the front, but these cannot be easily distinguished in the picture.

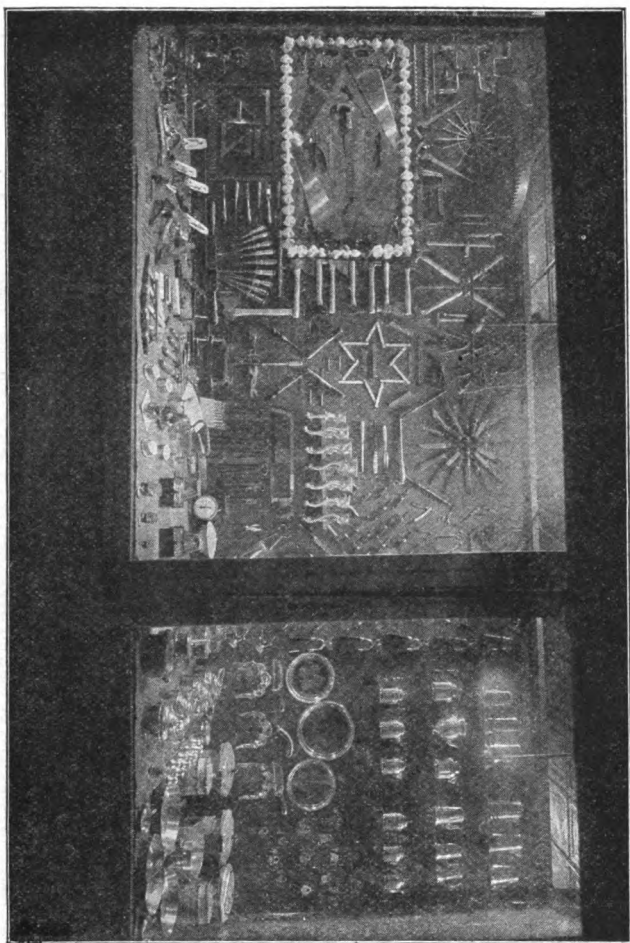
"It was a very attractive display and sold a large quantity of tools. The display was made entirely in the work room, and was placed and fastened in the window in sections."

AN ATTRACTIVE HARDWARE EXHIBIT.

S. H. Peugh with W. E. Good, Kewanee, Ill., submitted a window display in THE AMERICAN ARTISAN'S recent hardware window display competition that was spoken of very highly by the judges of the contest.

The window was 17½ feet long, 7 feet high and 5½ feet wide. The back of the window was covered with red cheese cloth. The rectangle in which the saws are cross cut saw bent into a semi-circle. Below this saw shown had a dark green back, the border being of tufted white cheese cloth. The bottom of the window was covered with heavy green paper, the floor being raised about 4 inches at the rear. The goods were arranged as far as possible in classes. At the top to the left of the picture can be seen a five and a half foot are carpenters' braces, bits, marking gauges, draw knives, hammers, hatchets, rulers, "Yankee" screw drivers, saw sets, chisels, squares and bevel squares.

On the floor of the window were arranged planes of various descriptions, floor scrapers, saw sets, etc. At the top of the window are shown butcher knives, scissors, pocket cutlery, carving sets, steels, food choppers, shears and clippers, alligator wrenches, pincers, hack saws, etc. Below this display on the floor



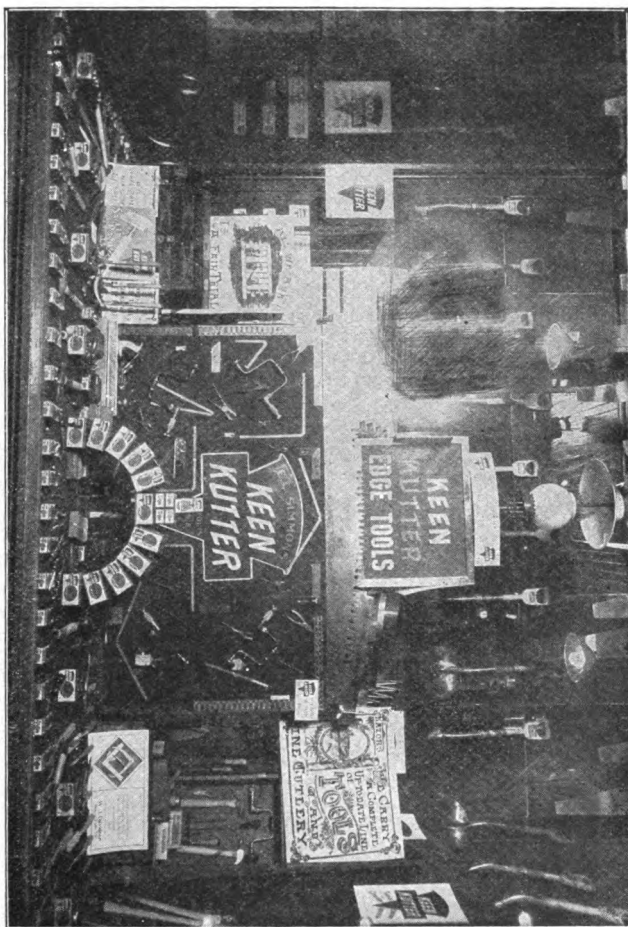
of the window were arranged machinists' hammers, wrenches, flat irons, spring balances, mail boxes, sink strainers, etc. At the right of the picture, to the rear, can be seen on glass shelves, three different styles of coffee pots, coffee percolators, tea-pots, nickel plated trays and crumb trays, and thirteen styles of padlocks.

Below this display on the floor of the window were placed granite tea kettles, Berlin kettles, boilers, nickel plated tea kettles, salt and pepper sets, graduated measuring cups, single and double spiders, granite dinner pails, etc. There were 460 pieces in the window, though as will be seen from the picture, they were not crowded together.

AN ATTRACTIVE HARDWARE DISPLAY AT BEAVER FALLS, PA.

M. C. Clement, with W. J. Davidson, Beaver Falls, Pa., submitted an exhibit in THE AMERICAN ARTISAN'S Hardware Window Display Competition that was spoken of very favorably by the judges of the contest.

Hand saws were suspended from the top of the window by screw hooks, and shovels were arranged on a permanent shelf at the back and side of the window. The house effect was produced by the use of a false background extending from the back of the window about three feet. It was held in place by two strips running from the back shelf to the top of the false background. The roof effect was produced by hand saws held in place, by zig-zag rules which were fastened on the top of the strips holding the false background in place. The roof effect in front was produced by turning a cross-cut saw bottom side up. The



chimney was made by a flash sign holder in which was inserted a "Keen Kutter" flash sign. "Keen Kutter" signs were tacked on the edge of the back shelf.

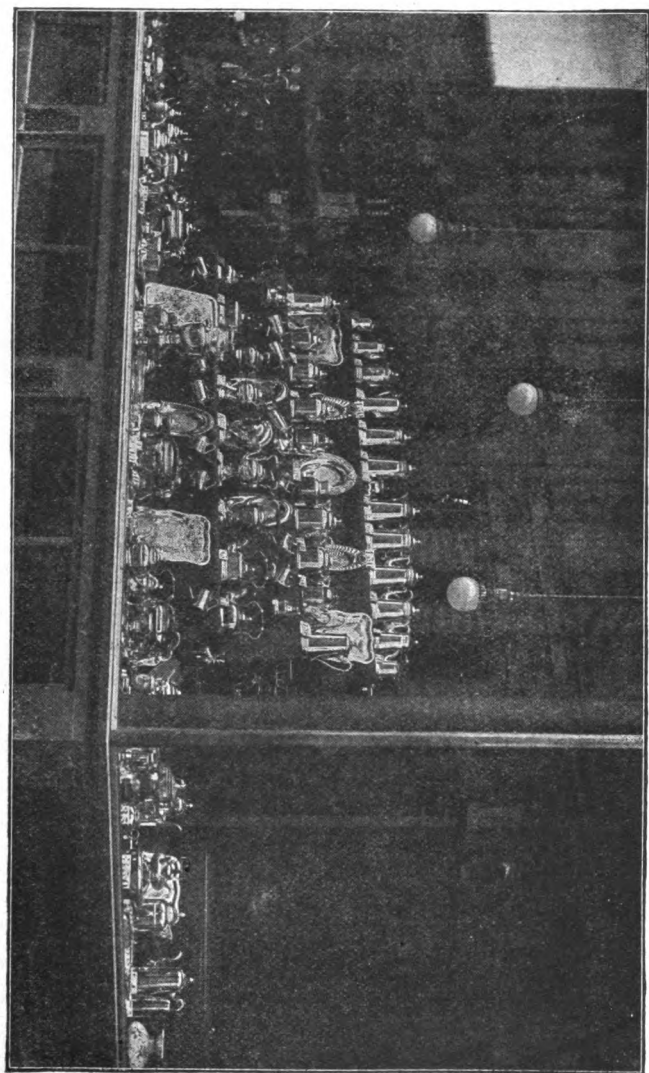
The tools were fastened on the false background by means of wire and brads. To the right of the window was a row of axes running to the back, and one tool kit on which was placed an attractive hardware sign. The left hand side consisted of a machinist's tool case placed on a wooden box covered with "Keen Kutter" signs. There was also an assortment of hammers on each side of the tool case.

The floor of the window was covered with black cheese cloth. In the extreme front was arranged a row of "Keen Kutter" cutlery display boxes on which were placed pen and pocket knives, one to each box. The next row consisted of scissors and shears displayed on "Keen Kutter" display boxes, with hatchets and hammers lying between the boxes.

The semi-circle in the front of the false background was made of "Keen Kutter" display boxes held in place by spring wire. Under this was a small display of "Keen Kutter" safety razors. Tools were laid in circles and half circles in different parts of the floor of the window. The back shelf was draped with yellow cheese cloth from the shelf to the floor. The top of window was painted white, and the back and side a dark green.

A DISPLAY OF NICKEL PLATED WARE.

A window display that was highly commended by the judges in THE AMERICAN ARTISAN'S window display competition was made by T. H. Loyhed & Son, Faribault, Minn., who submitted the photograph, which



we reproduce herewith, under the nom-de-plume, "Duncan."

The front plate of glass in the window was $13\frac{1}{2}$ feet in length. The window was $5\frac{1}{2}$ feet deep, and there was plate glass in the rear for the purpose of keeping out dust. Electric lamps are shown within the enclosure. The front of the lower floor was faced with copper as also was the space below the windows. The floor of the window and the pyramid were covered with black crepe paper, the left end of the enclosure being covered with cardinal red felt.

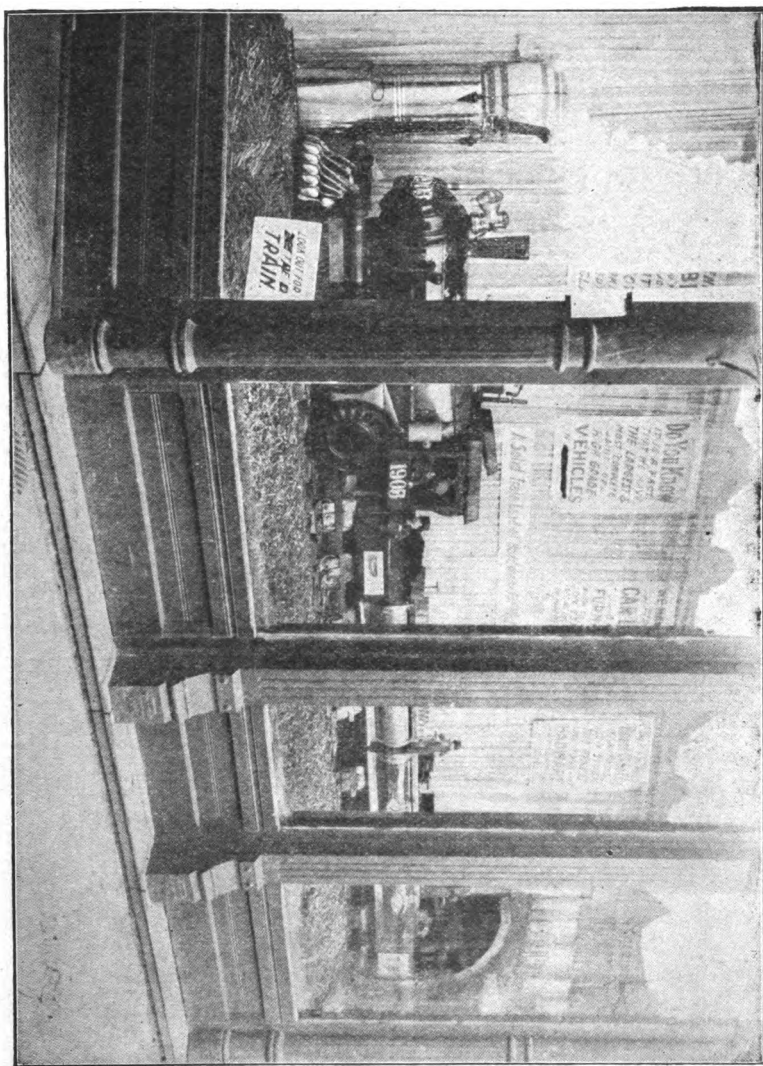
The goods used in the display were of nickel-plated copper, and included percolators, five-o'clock teas, tea and coffee pots, chafing dishes, trays, crumb trays, etc. The whole made a very attractive display, and was much commented on by passers-by.

RAILROAD TRAIN BUILT OF HARDWARE.

The judges in THE AMERICAN ARTISAN's hardware window display competition, spoke in favorable terms of the display made by Tom Dolan, 623 W. 6th street, Oklahoma City, Okla., and who, as "Jack Greeley," submitted the photograph which is reproduced herewith.

The following is Mr. Dolan's description of the display made by him, which was a railroad train built of hardware:

"The roadbed was made of nails, the ties of wagon-wheel spokes, and the rails resting thereon of barn-door track. The tunnel shown at the rear of the train was arched with small bread pans. The boiler of the locomotive was a water cooler, the engine cab was made up of large bread pans, the drive-wheels of



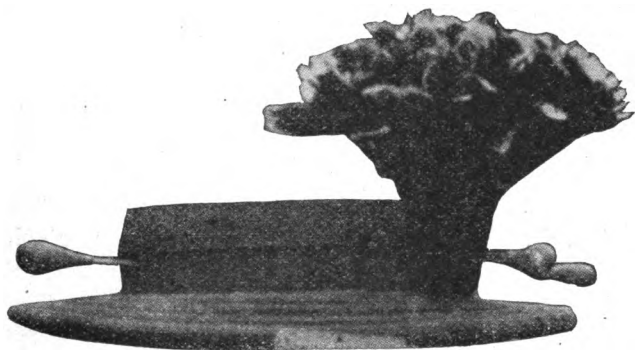
ventilator rings, the front trucks of sliding door rollers, the pilot of spoons, and the cylinder of pump cylinders, a four-foot rule being used for the driving bar. The number of the locomotive shown was made up of aluminum house numbers. The running board was made of corn-knives, the hand-rail of stove rods and the smoke-stack of the locomotive was a lemonade shaker. A bicycle lamp was used for the headlight. A blow-torch represented the steam dome, and a brass cartridge shell the whistle. The bell on the locomotive was an ordinary desk-bell. A water filter was employed to represent the air-pump. A large roast pan filled with charcoal, represented the tender, the trucks of the tender and of the flat cars being barn-door double wheel rollers. Warming ovens of ranges were brought into service to serve as flat cars, the cars being loaded with toy stoves and miniature barrels of tacks.

"The display received much favorable comment from passers-by and proved to be a good advertisement for us. The attention that it attracted was a subject of comment by customers visiting the store. There can be no doubt about it having brought us a lot of new business."

"MERRY WIDOW HAT" WINDOW DISPLAY.

Charles Young, a clerk employed by Jacob Ernwine & Son, hardware and cutlery dealers, 542 W. Market St., Louisville, Ky., recently made use of the "Merry Widow Hat" idea in getting up a window display in the form of this famous style of feminine headgear. Mr. Young says that it attracted a great deal of attention by reason of the originality of the design. The

accompanying cut illustrates the "hat" which was made in the following manner: A fifty-foot section of lawn hose was coiled to represent the rim. On top of this an 18-inch sieve was placed to represent the crown. Two dusters were used for plumes while two ice-picks were pressed into service to typify the hat-pins. In addition to this ice-picks were used as ornaments, to add to the attractiveness of Mr. Young's conception. The articles used in the construction of the hat are



representative, to a certain degree, of the line of goods carried by Jacob Ernwine & Son. It can readily be believed that such an idea as this was the means of arousing the curiosity of passers-by, especially those of the female sex. While it is probable that Jacob Ernwine & Son secured some new trade as a result of this unique display, it is not to be supposed that the millinery stores of Louisville reaped very much benefit from it.

AN ATTRACTIVE TOOL DISPLAY.

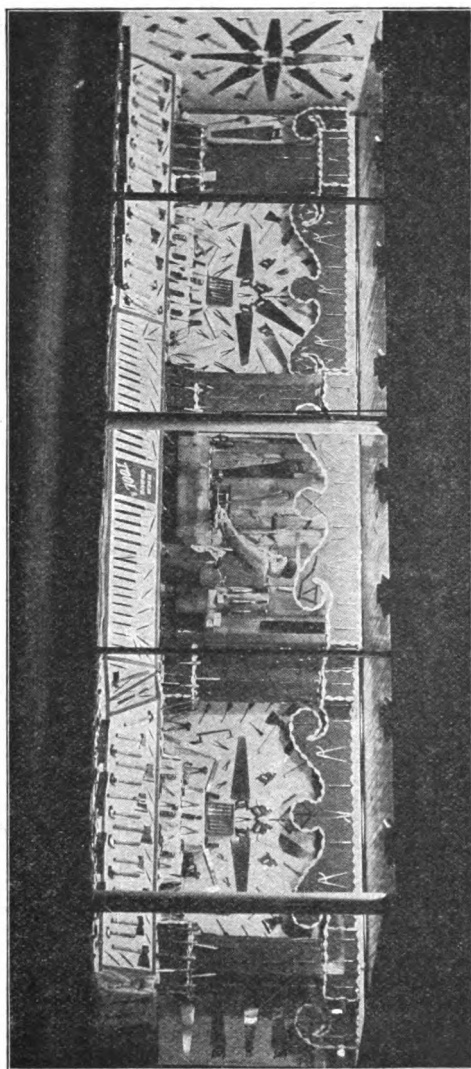
Honorable mention was made by the judges in THE AMERICAN ARTISAN'S hardware window display com-

petition of the display gotten up by Mr. Chas. L. Wheeler for The Barkley, Bouton & Crain Hardware Co. of Ft. Collins, Colo. The photograph of the display was submitted by Mr. Wheeler under the name "Barbochco," a word made up of the initial letters of the name of Mr. Wheeler's company. The display was described by Mr. Wheeler as follows:

"This display entailed much work on account of the enormous size of the window, which was 33 feet long, 7 feet deep and 8 feet high. There were 861 tools of various kinds used in the display, and 160 yards of brass chain. Four days were required in its construction, including the building of the columns, cutting out the scrolls and constructing the mechanical carpenter.

"The beauty of the display can scarcely be realized from the photograph, for there was a very fine color effect obtained by the use of bright and handsomely painted tools.

"In the center of the display was a modern carpenter shop eight feet long and four feet deep, the back of which was boarded up, giving it a very natural appearance. Tools were scattered here and there on the bench partly concealed by saw dust and shavings, while some were hanging on nails on the wall above the bench. Standing at the bench, and sawing as if his life depended upon it, was a mechanical carpenter. With one hand he held a board in the miter box, while with the other he kept sawing from morning till night. The device was operated from a motor in the basement, and never ceased to attract attention. As will be observed in the photograph, the carpenter was very old, the object being to show that even an old man could do good work with such tools.

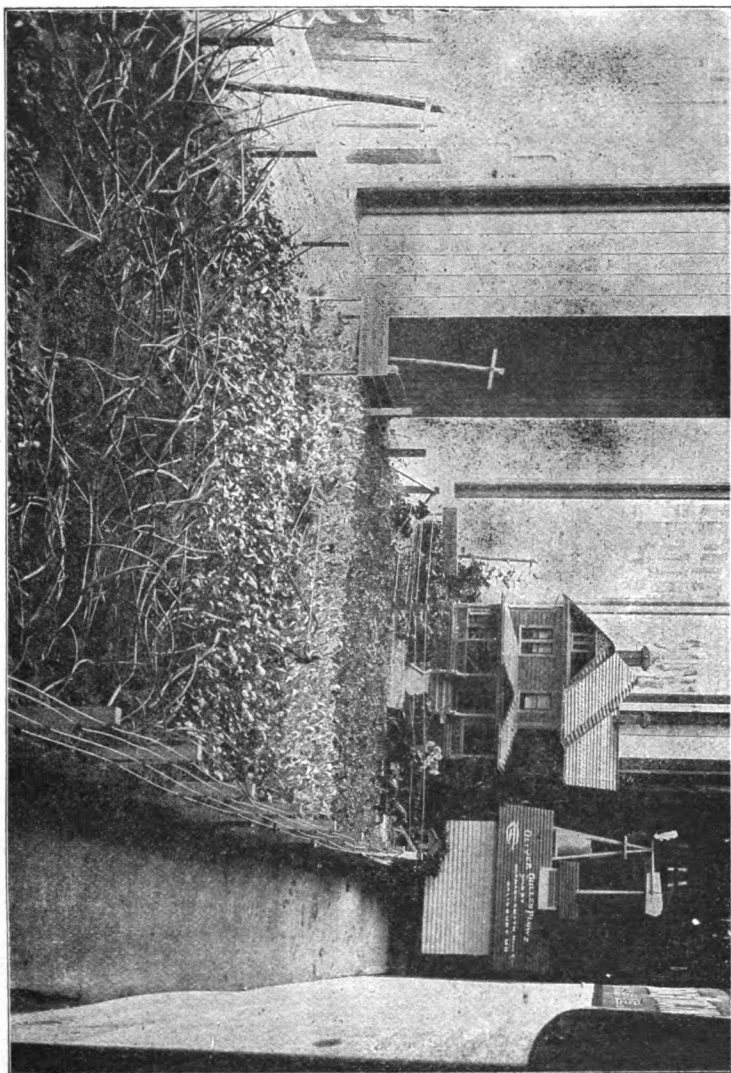


"On each side of the shop, the background was covered with white muslin, while the columns and scroll work were covered with purple cloth and edged with white. The platform upon which the columns stood, and the incline from the platform to the floor, were covered with white muslin and edged in purple.

"One of the prettiest effects of the display was obtained by draping the columns and scroll work with brass chain. The display played its part well in drawing trade to the store."

A WINDOW DISPLAY OF SEEDS.

A window display that received honorable mention from the judges in THE AMERICAN ARTISAN'S hardware window display competition, was made by Mr. L. S. Ulman with Dorman & Smyth Hardware Co., Salisbury, Md. The display as will be seen from the photograph, was made of seeds for the purpose of advertising seed plows, paints, windmills and all kinds of farm implements. The window was photographed from the inside of the store as it was found impossible to get a view of the entire display from the outside. The display was intended to represent a model farm with the different crops growing, and the plow and cultivator working in the field. Placed in the fields were signs to advertise the different lines handled by Dorman & Smyth Hardware Co. The house in the background was built and painted by Mr. Ulman, and everything in the window was made on the premises. Around the house a hedge is to be seen, with a cedar standing by. Running by the house a road is shown with a telephone line connecting with the house. Mr. Ulman says



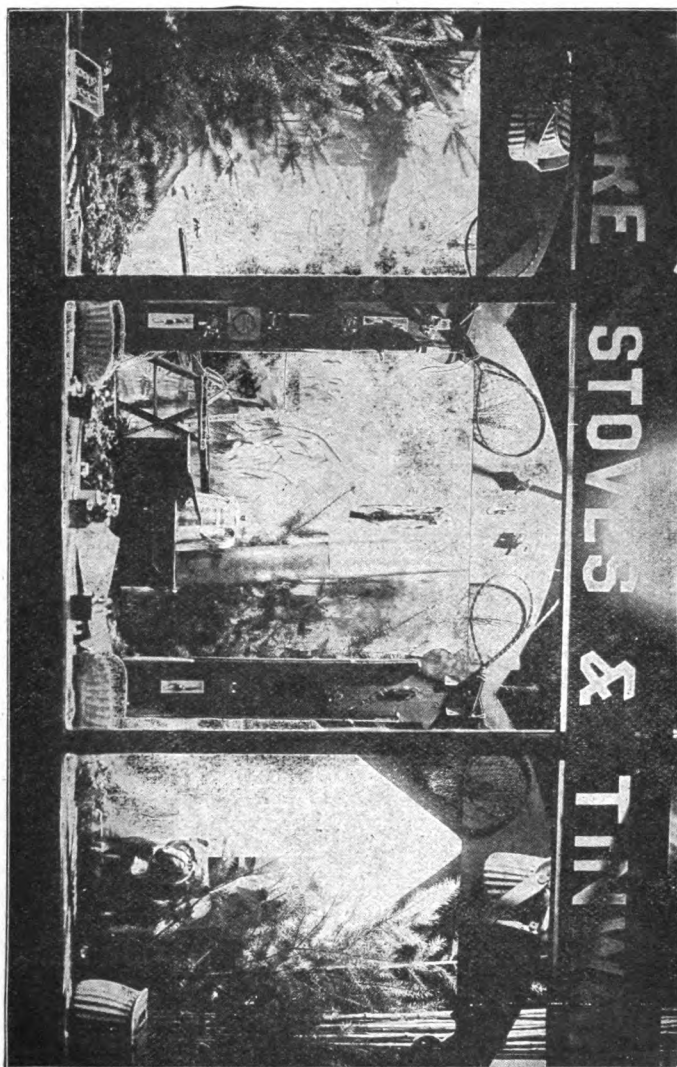
that the display attracted a great deal of attention and was the means of bringing a lot of trade to the store.

AN ATTRACTIVE DISPLAY OF FISHING TACKLE.

The judges in THE AMERICAN ARTISAN'S hardware window display competition made honorable mention of the display designed and executed by W. M. McCreary for Frank Everett & Co., Chehalis, Wash. Mr. McCreary submitted the photograph, reproduced herewith, under the non-de-plume, "Feco." His description of the display is as follows:

"The frame in the foreground was built of wood and covered with green, on which were hung various forms of fishing tackle. There were four pillars connected by arches, making three openings through which the background could be seen. These arches were placed two feet back from the window pane, and on the floor in front more fishing tackle was displayed.

"The background, which was six feet behind the arches, represented a scene painted on canvas of a mountain stream with the hills and mountains in the distance. Between the background and the arches the floor was covered with moss and rocks. A clump of fir trees was placed on either side of the background, while on the right a tent was placed, a 'bulldog' standing in front of it. In the center of the display was a camp stove on which a coffee-pot and skillet were placed. In the fire-box of the stove was placed melted glass with a light behind it to represent the burning fuel. On a chair next to the stove a rifle and fishing rod were placed. Three dried fish hung over the middle arch."



A THANKSGIVING WINDOW DISPLAY.

In THE AMERICAN ARTISAN'S recent hardware window display competition, honorable mention was made by the judges of the display made and the photograph submitted by the Phillip Gross Hardware Co., 126-128 Grand avenue, Milwaukee, Wis., under the nom-de-plume "Kumpf." As will be seen from the illustration the display was one in which the Phillip Gross Hardware Co. exhibited among other utensils cooking appliances, such as the Lisk roaster, especially serviceable in the cooking of the Thanksgiving dinner. The Phillip Gross Hardware Co. stated that the display made a very favorable impression and was productive of excellent results.

The window measured 6 x 20 feet. In the extreme background two posters were shown of a young woman holding a roaster. In front of these posters two base-burners and two steel ranges were placed, with an arch in the center in which the Lisk roaster was displayed. To the extreme left of the window there were placed on glass shelves copper and nickel coffee percolators and baking and chafing dishes. Next to these articles on a small stairway built of boxes and covered with white cheese cloth a line of silverware was arranged, together with knives and forks, game shears, carving sets and a copper chafing dish. In the center of the window a Lisk roaster was placed in which was a papier-mache turkey. To the right of the window, on a glass shelf, was displayed a line of pearl, celluloid and rubber handled table knives. In the foreground of the window sterling silverware, such as fancy spoons and other pieces were tastefully arranged, with carving sets and coffee percolators



placed here and there. The entire floor of the window was covered with white cheese cloth giving it a very attractive appearance.

A BUSINESS GETTING DISPLAY.

Among the window displays that received honorable mention from the judges in THE AMERICAN ARTISAN's hardware window display competition, was that made by Sam G. Birchard, Grinnell, Ia., who entered the contest under the assumed name, "Imogene." The following is Mr. Birchard's description of the window:

"I set a 'Round Oak' heater in the center of the window. The posters were furnished by the 'Round Oak' people. The large ones were set at an angle of about 45 degrees so that they pointed in toward the stove. The floor was strewn thickly with oak leaves, and a row of booklets descriptive of 'Round Oak' stoves was placed along the front of the window with different pages opened so that they could be read. A 'Round Oak' banner made of oak leaves was placed above the stove. In front of the stove was a bucket of soft coal, one full of hard coal and another full of wood. The background was composed of the advertising booklets having brightly colored backs, and so arranged as to give great variety in color. On the top of the stove was a paper balloon. When a light was placed in the stove at night it showed up nicely, and being something out of the ordinary it, of course, attracted much attention. The partition to the left was decorated with oak branches. A placard was used in the display which bore the following message to the prospective customer: 'These leaves are genuine and

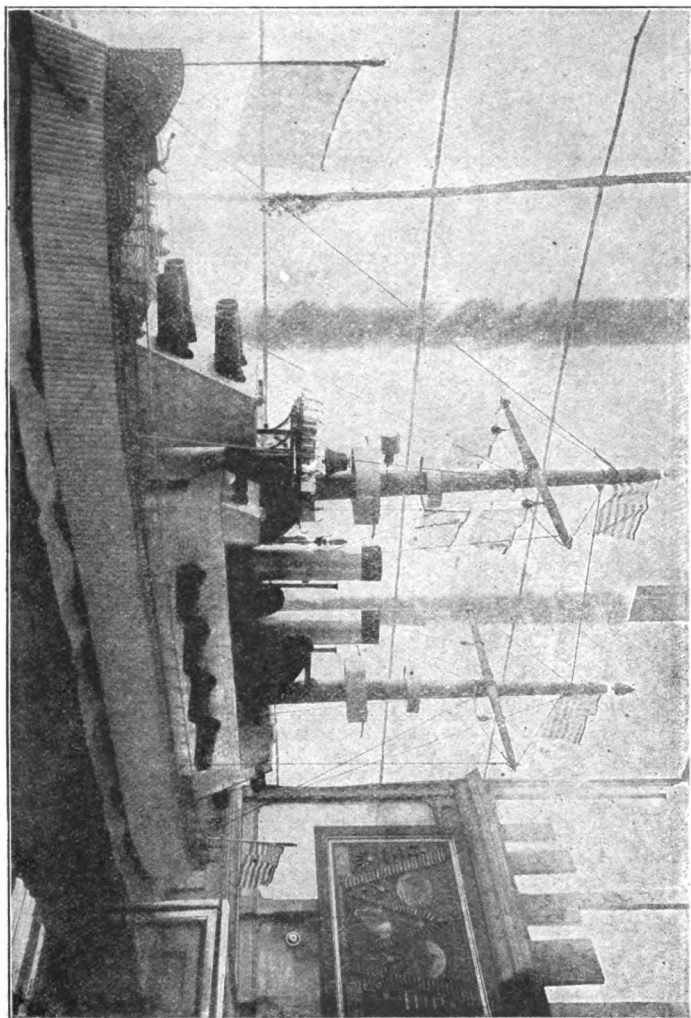


so is this stove. It is the original 'Round Oak' made by the Estate of P. D. Beckwith, Inc.' "

A BATTLESHIP WINDOW DISPLAY.

In THE AMERICAN ARTISAN'S hardware window display competition the judges spoke very highly of the display made by the Leadville Hardware Co., of Leadville, Colo., depicting a battleship which was built entirely of goods kept on sale in the store of the Leadville Hardware Co. A photograph of the display we reproduce herewith in reduced form.

The exterior appearance of the vessel was made to resemble as nearly as possible that of a modern double turretted warship of the American navy. The vessel was built in the center of an area of blue paper in the window laid so as to resemble an expanse of ruffled water. The ship was nearly eight feet high. The hull above the water line was made of wax candles placed on end side by side. Four hundred and eighty candles were used in this part of the work. Sheets of galvanized iron used in the construction and repair shop of the hardware store formed the sides and deck. The deck was covered with steel washers to make it resemble the riveted plates in the construction of a real fighting ship. Stovepipe joints took the place of the masts, and were mounted by neck yokes for the top-masts. Gilded plumb bobs formed the ornaments at the top of the masts from which floated the American flag. An express neck yoke was used for the yard arm on both masts. Wagon boxings with the small ends protruding from the proper places were mounted to resemble the heavy guns of the ship. The rapid fire guns on the turrets were represented by punches

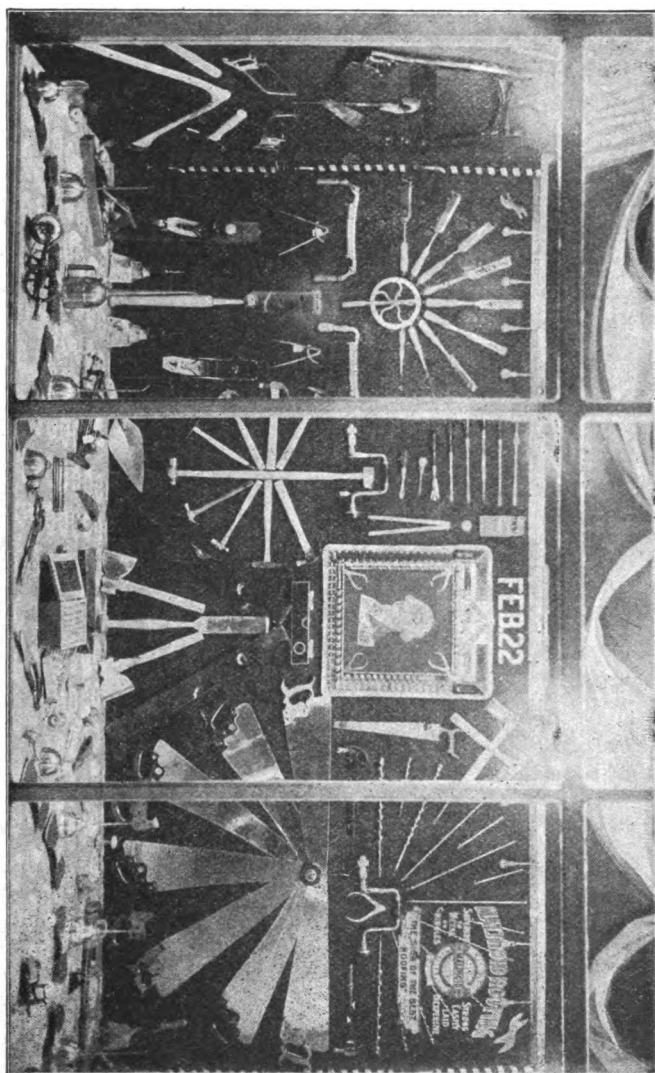


made of steel. Brightly polished stovepipe elbows were used for ventilators.

The flying bridge was made of brackets, and the davits of gas and steam fittings. Wooden chopping bowls were pressed into service to represent lifeboats. The smoke stacks were built of six-inch exhaust pipes, and the funnels of sausage stuffers. Hall brackets formed the anchors, and door stops were used for belaying pins. An electric light shining through a glass paper-weight took the place of a searchlight. The railing was made of wire clothes hooks for the posts, and cotton clothes lines for the guards. A pair of stove poker served for the flag poles from which flags floated. A mine whistle and a brass bell completed the fixtures. The warship, which was 15 feet long, attracted the attention of hundreds of persons that passed by the window, according to the Leadville Hardware Co.

A GOOD EXHIBIT OF HARDWARE.

Among the window displays that received honorable mention from the judges in THE AMERICAN ARTISAN'S hardware window display competition, was that submitted by C. C. Hazleton of Cottage Grove, Ore., and shown in the accompanying illustration reproduced from the photograph sent in by Mr. Hazleton. The window in which the display was made measured $4\frac{1}{2} \times 11\frac{1}{2}$ feet. The floor was covered with linoleum and the sides and back of the window with black cloth. Bunting was displayed overhead. Four electric lights were attached to the cross frame of the window, and one was suspended from above. The oil cans shown on the floor were of copper. White and blue chalk,



chalk spools and scratch awls were scattered over the floor. The letters and figures, "Feb. 22," over the picture of George Washington, were cut out of asbestos paper, the picture frame having been made up of auger bits, squares, tri-squares, bevel squares, and calipers, with two strands of white cord around the outside. Saws, hatchets, braces, hammers, chisels, draw-knives, etc., were among the articles displayed in the window.

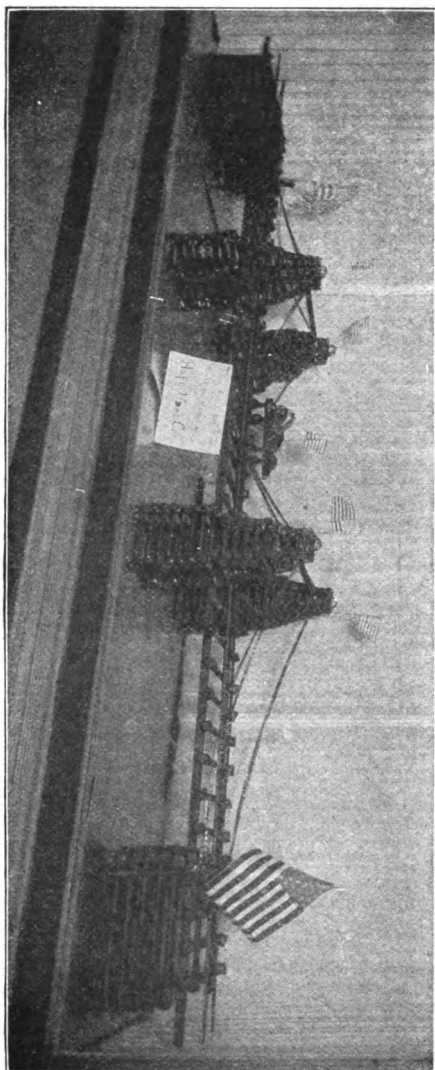
A BOLT BRIDGE WINDOW DISPLAY.

A window display that was commended by the judges in THE AMERICAN ARTISAN'S hardware window display competition was made by Melvin Allen with the Hope Hardware Co., Hope, Ark. Mr. Allen's description of the display was as follows:

"The photograph of the bolt bridge was taken at night by flash light. The bridge measured nine and a half feet long. The sills or stringers are two pieces of three-fourths octagon steel. The end piers are constructed of $\frac{5}{8}$ x12 machine bolts. Across on top of the octagon steel were placed $\frac{5}{8}$ x12 machine bolts, and on top of the bolts were placed two rods of 5-16 round iron, lengthwise.

"The four center piers are made up of $\frac{1}{2}$ x6, $\frac{1}{2}$ x4 $\frac{1}{2}$, $\frac{1}{2}$ x3 and $\frac{3}{8}$ x2 machine bolts, capped on top of the tower by common pipe clamps. These piers or towers are 27 inches apart and stand 20 inches high. The double cable is made of brass safety chain.

"The little motor car is made up of a knuckle plane, four screw pulleys, a block of wood shaped to a rounded point at one end, and a small oval-shaped drawer pull. The floor of the window was covered with tin which represents water.



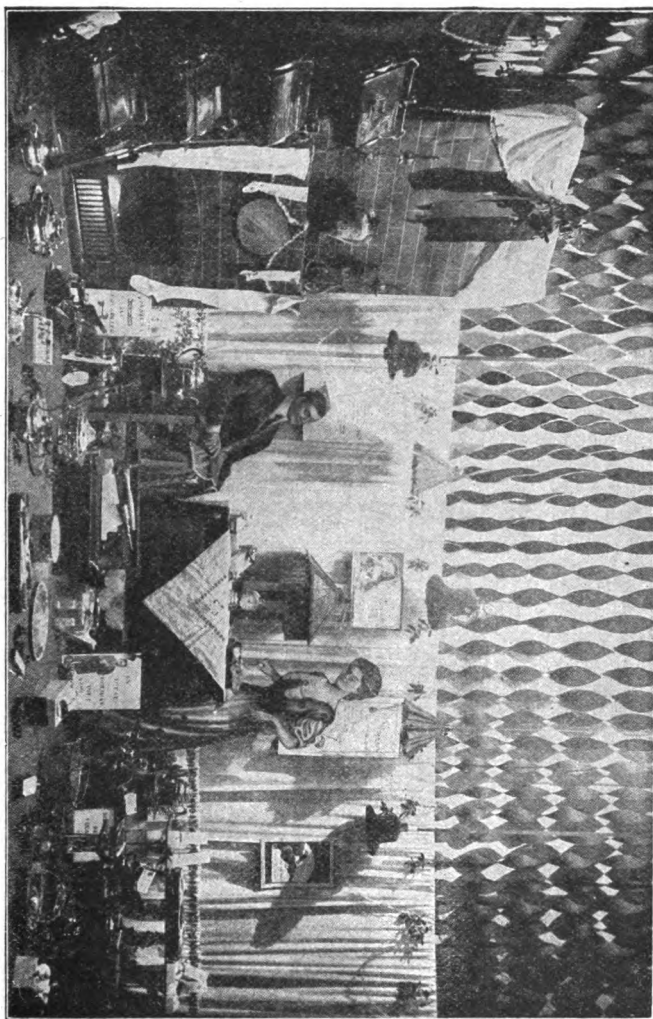
"The whole thing was simple, but somewhat tedious to build. It was put on during a street carnival, and created considerable attention and comment."

A WINDOW DISPLAY THAT BROUGHT RESULTS.

The window display submitted by The J. C. Lewis-Leykom Co. of Antigo, Wis., in THE AMERICAN ARTISAN's hardware window display competition, was very favorably commented on by the judges. The description of the window as furnished by the Antigo concern is as follows:

"The lower background of this window was of white muslin gathered together. The upper half was made up of red and green paper strips cut three inches wide and twisted. The floor was covered with green paper. In the left-hand corner was a fire-place—a frame covered with heavy red paper with white stripes, with a red light in the bottom. There were four red Christmas bells suspended from the ceiling with red and green ribbon. The one in the center was a large one. On each of these bells was an electric light with a red shade. In the center was a table with an electric lamp, also some packages wrapped in paper. On each side of this table was a figure as seen in the picture. On the right-hand side were two glass shelves, on which were placed silverware, razors, pearl-handled knives and revolvers.

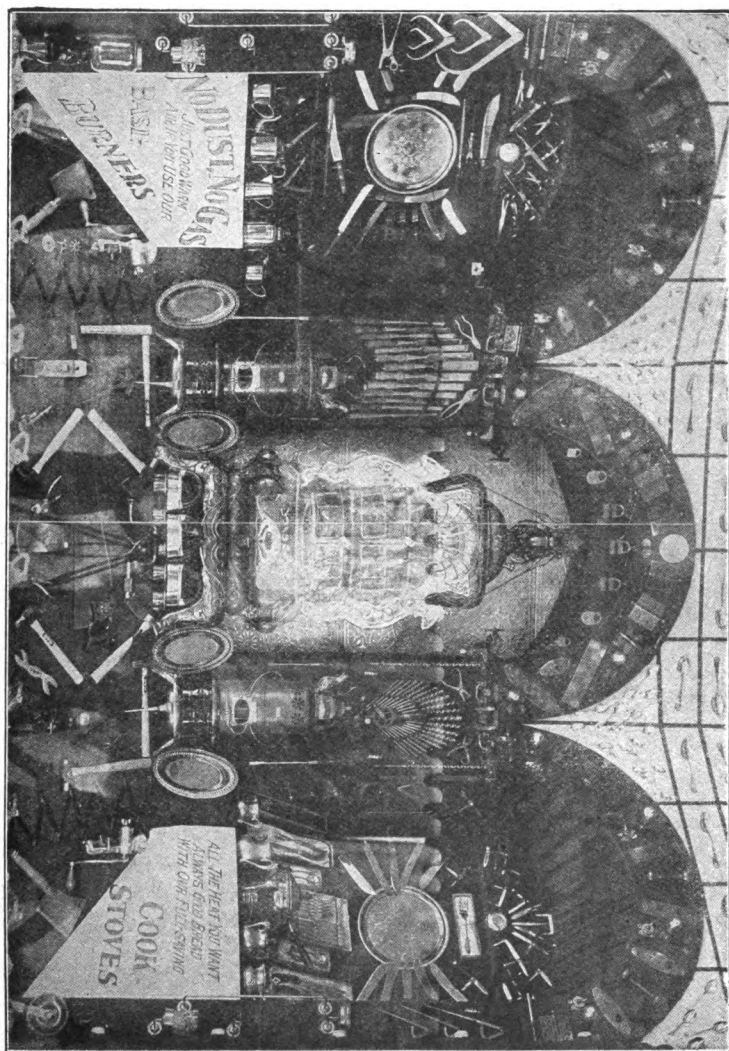
"The goods displayed in this window were taken from our regular stock—carpet-sweepers, nickel ware, chafing-dishes, aluminum ware, silver ware, razors, revolvers, ice and roller skates, carving sets, boys' tool kits, and in fact all salable goods for the holidays.



There were also a number of cards used and price tickets neatly painted. The window was lighted by two kinds of lights, the red lights being used after business hours. It attracted nearly every passer-by and brought good results. Up-to-date window dressing always pays."

HARDWARE DISPLAY OF H. F. RUHE & CO.

A window display that was spoken of very highly by the judges in THE AMERICAN ARTISAN'S hardware window display competition, was made by Arthur Hartmann with H. F. Ruhe & Co., Crete, Ill. The top of the display was made of white and orange ribbon, trimmed with spoons. The arches were trimmed with dark green flannel and electric lights, showing door knobs, locks and hinges, auger bits and chisels. The booths were lined with orange bunting and in them were displayed shears, knives, razors and nickel ware. In the center booth were a stove and stove boards. The third booth was trimmed with pocket knives, silver knives and silverware and carving sets. The sloping platform was covered with dark green flannel and on it were displayed tools and oil stoves. Skates were placed on the floor, which was covered with cotton batting. The window, according to H. F. Ruhe & Co., sold more goods than any they had ever gotten up. More shears and pocket knives were sold as a result of this display than had ever been sold by them from any previous display. In concluding the description of their window, H. F. Ruhe & Co. took occasion to state that "it certainly pays to have a good appearing front."

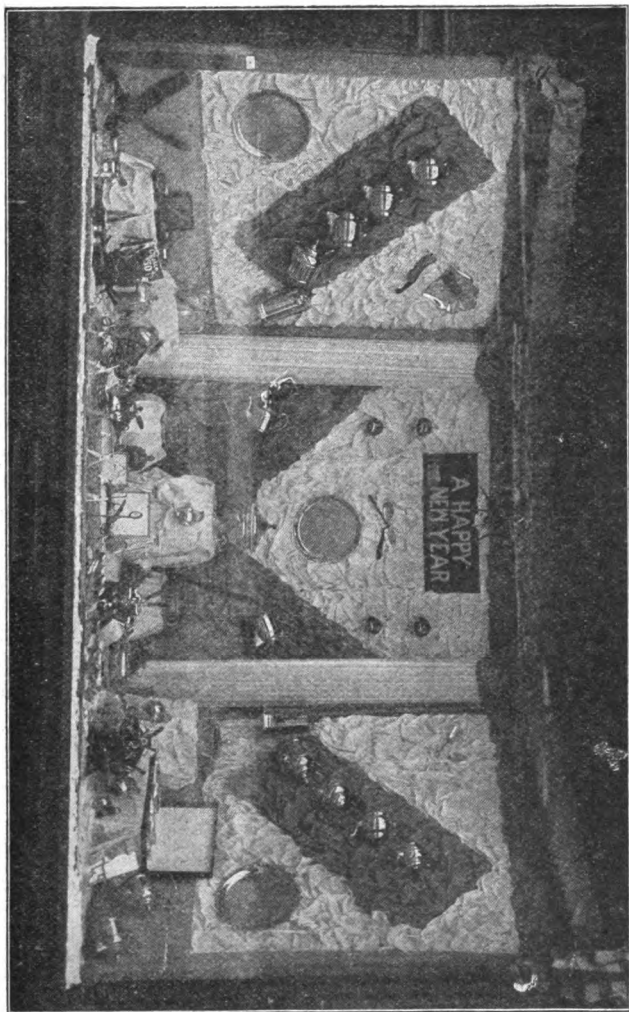


A GOOD CHRISTMAS AND NEW YEAR WINDOW DISPLAY.

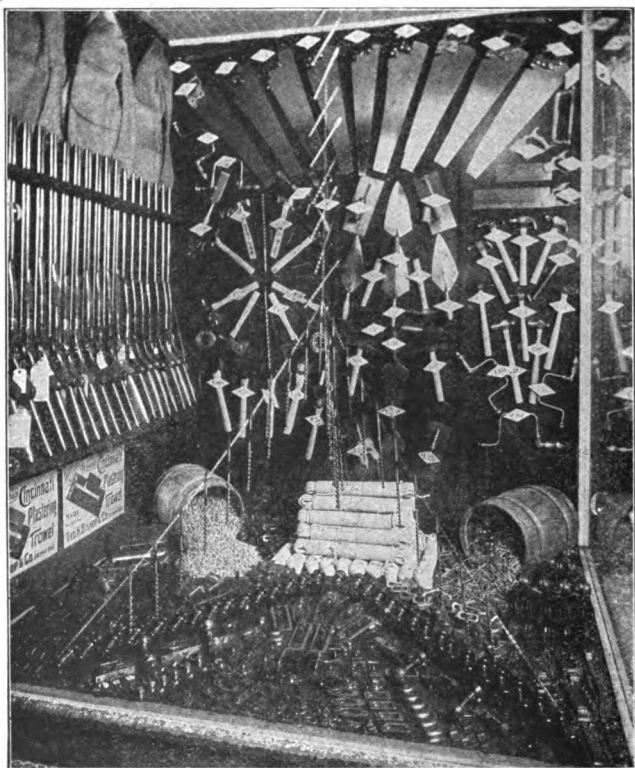
The window display submitted by B. G. Moseley with the Bailey-Downing Hardware Co., Mason City, Ia., was favorably commented on by the judges in THE AMERICAN ARTISAN's hardware window display competition. The display, as will be seen from the photograph thereof in reduced form, represented a "New Year" window. The background and floor were covered with white and green cheese cloth, the back being puffed to produce a fancy effect. Such goods as cutlery, silverware, serving and chafing dishes, etc., were tastefully arranged on the floor of the window. At the top of the display was a "Happy New Year" sign, which was lighted at night by an electric light behind it. The sign was made of heavy cardboard painted red. During Christmas week a "Merry Christmas" sign was used. The entrance to the window was through a door in the center of the back panel, making it convenient to get to any part of the window without interfering with the display. A row of 16-candlepower lights at the top of the window and above the display made it present a very pretty appearance at night. The size of the window was 5x11 feet. The Bailey-Downing Hardware Co. stated that this display sold them lots of goods and that the time, trouble and expense in putting it in was nothing compared with the results obtained from it.

A WINDOW DISPLAY THAT MADE MANY SALES.

The judges in THE AMERICAN ARTISAN's hardware window display competition spoke very favorably of



the display made by Arthur Hoffman with P. Hoffman, Sedalia, Mo. The background, side wall and

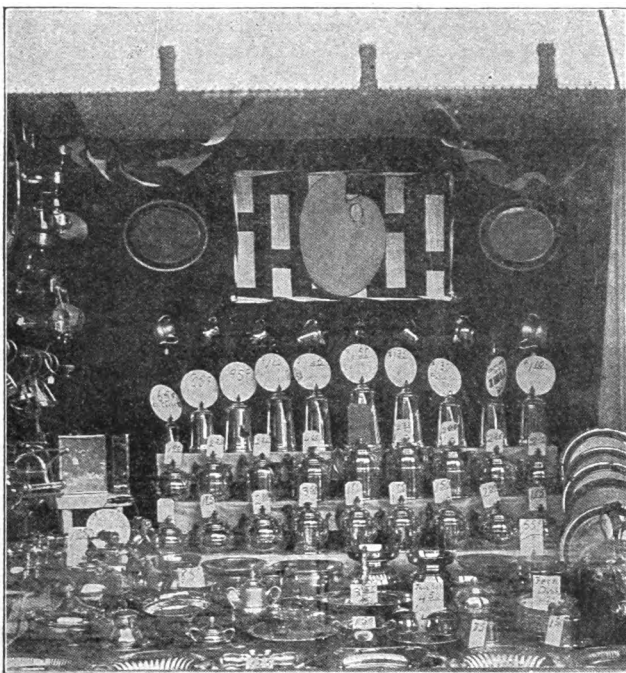


floor of the window were covered with black calico. A circle of hatchets with white card-board letters placed between the hatchets, a number of hammers, cold chisels and pinch bars placed within and without the circle, and three large hand-painted signs formed the background of the display. Along the side wall were arranged single and double-barrel shot-guns and

a number of hunting coats. The floor of the window was used to display hatchets, nail and machinist's hammers, picks, mattocks, etc. The window was a very attractive one and sold a lot of tools.

A WINDOW DISPLAY OF HOUSE FURNISHING GOODS.

The judges in THE AMERICAN ARTISAN'S hardware window display competition spoke in complimentary

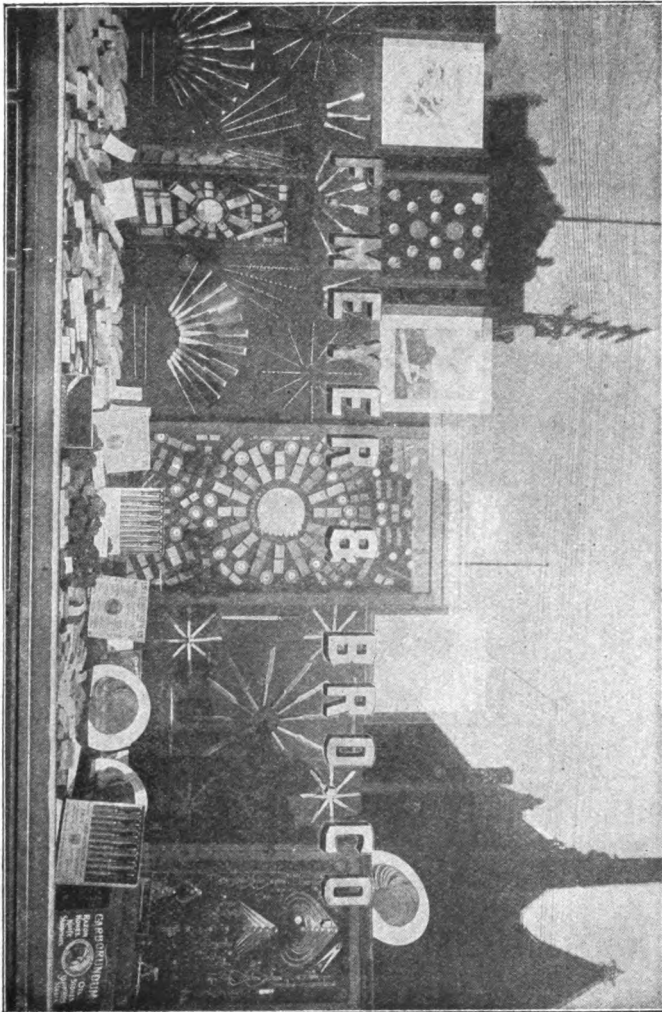


terms of the display made by The Arndt Hardware (J. W. Arndt, Prop.), Blair, Neb. The display was

one of furnishings for the kitchen, dining-room and bath-room of the house. The window was $6\frac{1}{2}$ feet deep by $7\frac{1}{2}$ feet wide. Nickered goods and mirrors comprised the display. The entire background, as well as the sides of the window, was trimmed with black, as was also the floor. The ceiling was trimmed in white, with red and white paper draped from the corners to the center. From the center of the ceiling a three-colored bell was suspended. On the entire left side of the window nicked bath-furnishings were arranged. Prices in large figures were placed on practically all the goods in the window, the price-cards being neat in appearance. Coffee-pots were a special feature of the display. The window was lighted with 90-candlepower electric lights placed at the top against the glass, with tin reflectors throwing light on the goods. As will be seen the building on the opposite side of the street was reflected in the picture.

DISPLAY OF F. MEYER & BRO. CO.

Honorable mention was made by the judges in THE AMERICAN ARTISAN's hardware window display competition of the display made by F. Meyer & Bro. Co., Peoria, Ill., as shown herewith in reduced form. The display was essentially, although not entirely, an exhibit of sharpening products, with embellishments of tools. The groundwork was composed entirely of a line of sharpening and grinding goods, interspersed with samples of the material in all stages, from the raw to the finished state. The center of the background was a large sample case of sharpening goods, flanked on either side by smaller cases consisting of, on the right hand, a revolving case of fine

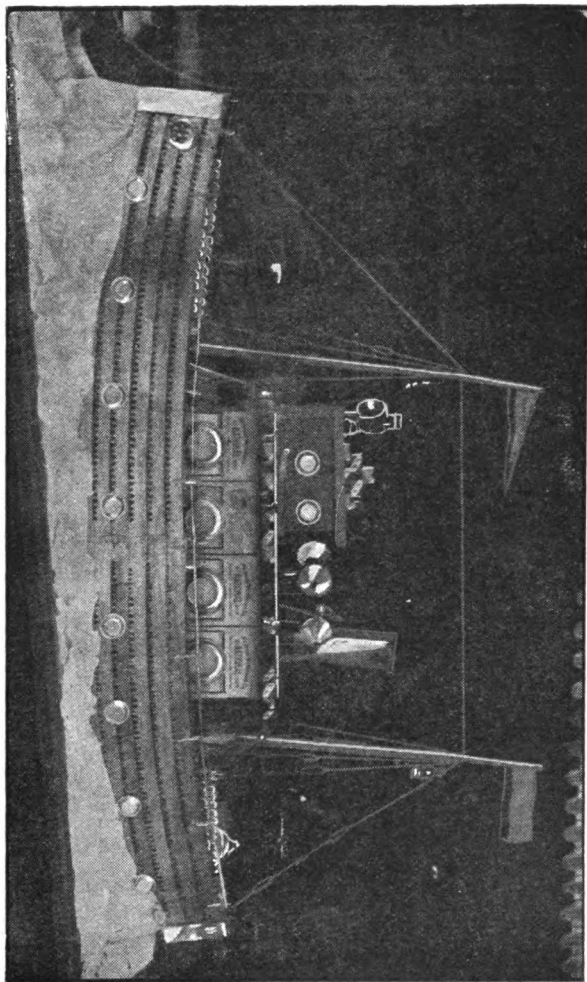


machinist tools, and on the left another case.

Interspersed between these cases on a black background were stars, fans, etc., composed of augers, chisels, rules, knives, etc. The display proved to be very attractive to the passer-by.

A DISPLAY OF HARDWARE IN THE FORM OF A BOAT.

A window display in the form of a boat, shown in the accompanying illustration, designed and constructed by Ralph H. Kane for the Stollberg Hardware Co., Toledo, Ohio, jobbers of hardware, tools, cutlery, etc., proved of much interest to the citizens of Toledo and a good advertisement for the concern mentioned. The display was made up of the following: Twenty-four tree saws; 8 6-inch stove pipe collars; 8 3-inch stove pipe collars; 2 5-inch stove pipe collars; 4 1-qt. funnels; 3 dripping pans; 4 patty pans; 1 joint 6-inch Com. stove pipe; 8 glass washboards; 1 register face; 1 register frame; 1 wire bread toaster; 1 driving lamp; 2 hand axes; 8 No. 4 door pulls; 1 wire coffee stand; 1 light stand; 4 miniature step ladders; 2 post-hole diggers; 24 clothes pins; 1 ball 18 B. C. twine; 50 ft. ¼-inch Man. rope; 4 No. 110 coffee flasks; 2 sheets roofing tin; 2 pairs 4-inch strap hinges; 6 yards black cloth; 1 safety valve; 1 ball No. 40 twine; 14 buck saw rods; 30 ft. No. 17 brass jack chain; 10 oak base knobs; 2 yard sticks; 4 cadet lanterns; 1 standard gas lamp; 50 papers of tacks; 75 kegs carpet tacks; 50 cans carpet tacks; 2 leaders; 9 rolls crimp paper; 2 stove boards. In the window also was a full line of gas fixtures. All together there were 409 pieces in the display, which was 12 ft. long and 3½ ft. wide.



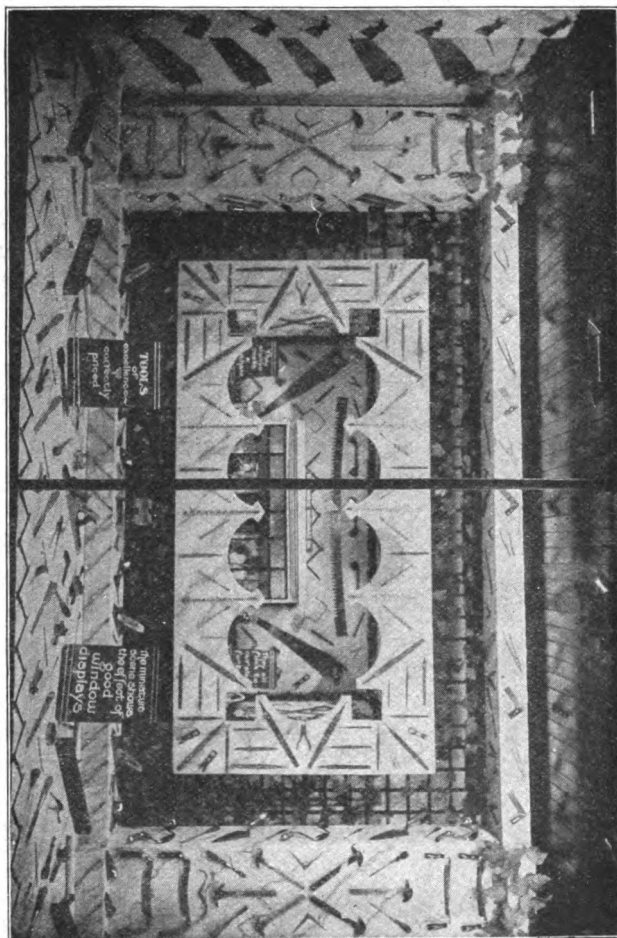
THE WINDOW THAT TOOK FIRST PRIZE.

As previously announced, the judges of THE AMERICAN ARTISAN'S 1909 Hardware Window Display Competition, awarded first prize to Chas. L. Wheeler, with The Barkley, Bouton & Crain Hardware Co., Ft. Collins, Colo. Mr. Wheeler's exhibit was submitted under the *nom de plume*, "Unique." The photograph which received the unanimous decision of the judges as the first in order of merit of the numerous photographs entered in the contest, we take pleasure in reproducing herewith, together with Mr. Wheeler's description of the window and his opinion of window dressing in its application to the business of the retail hardware merchant:

"This display, which was made up of mechanics' tools, was shown in a window 16 feet long, 8 feet high and 8 feet deep. The background proper was set out three feet from the extreme background, leaving the main display five feet from the glass. The columns, headers and center-piece were covered with cotton flannel cloth, with the nap side out, and, by a secret process, colored in such a way as to make an exact imitation of marble. The space between the center-piece and the columns was filled in with chocolate-colored lattice work, through which were twined beautifully tinted autumn grape vines and leaves.

"All kinds of mechanics' tools were displayed in very attractive designs on the columns and center-piece. The floor was also covered with imitation marble, upon which tools were artistically arranged.

"The central attraction of the display was the scene which was seen through the opening in the center of the center-piece. The scene consisted of a miniature



reproduction of this hardware store, exact in every detail. The store front was four feet long and 18 inches high. It had real plate glass fronts, real prism lights above the plates, encased in show windows which contained real hardware displays, and had a real gravel sidewalk in front. The cornice was just as the large one and was painted in natural colors.

"The most attractive and unique part of this scene was the dolls which were dressed in different styles of clothing just as customers are apt to be. There were eight of these dolls, four of which were continuously going into the store empty handed, while the other four were continuously coming out of the store with their arms filled with tools and packages. On the side where the dolls were coming in, was a neat show-card which read, 'They all come to our store for tools,' while on the side where they were coming out was one which read, 'They always make a purchase.'

"The object of the miniature scene was explained on one of the larger show-cards, which read, 'This miniature scene shows the effect of good window displays,' meaning that if good goods were properly displayed, customers would be attracted to the store, and when once in the store were sure to make a purchase before leaving. This display, aside from being a drawing attraction and a beautiful picture, was a trade-getter, because the sentiment of the display was so decidedly in favor of the store and goods.

"There certainly can be no one medium of advertising so effective to the direct sales of a business as a well-dressed show window, because it attracts the attention of the passer-by directly to the goods displayed.

"My idea of a well-dressed show window is one that

attracts each and every passer-by in such a way as to create in them a longing to possess the article or articles shown. I am very strongly in favor of up-to-date, wide-awake, mechanical displays if they call attention to the goods shown or their use, otherwise I think they are a hindrance rather than a business getter.

"I believe that one-half of an attractive display is in the background, as it is the first thing the passer-by sees, and, knowing at first glance that it is something new, will stop to see what it is. Here is where the other half of the display comes in. Arrange the goods in such a way that a person can see every article at a glance, and, if an article has any special or new feature, be sure that it shows up in the display.

"I do not believe that there can be any set rule for dressing hardware windows, because, strictly speaking, there are no two displays the same, or at least there should not be, for it has been my experience that an original display is the very best, and in fact the only, real business getter."

The other three prize winning windows will be shown in succeeding issues of THE AMERICAN ARTISAN, as will also be those exhibits concerning which Honorable Mention was made by the judges of the competition.

THE SECOND PRIZE WINDOW.

The photograph of the exhibit that took second prize in THE AMERICAN ARTISAN'S 1909 Hardware Window Display Competition, is reproduced herewith. It was one of a number submitted by Max J. Elliott, with the Gray & Dudley Hardware Co., Nash-

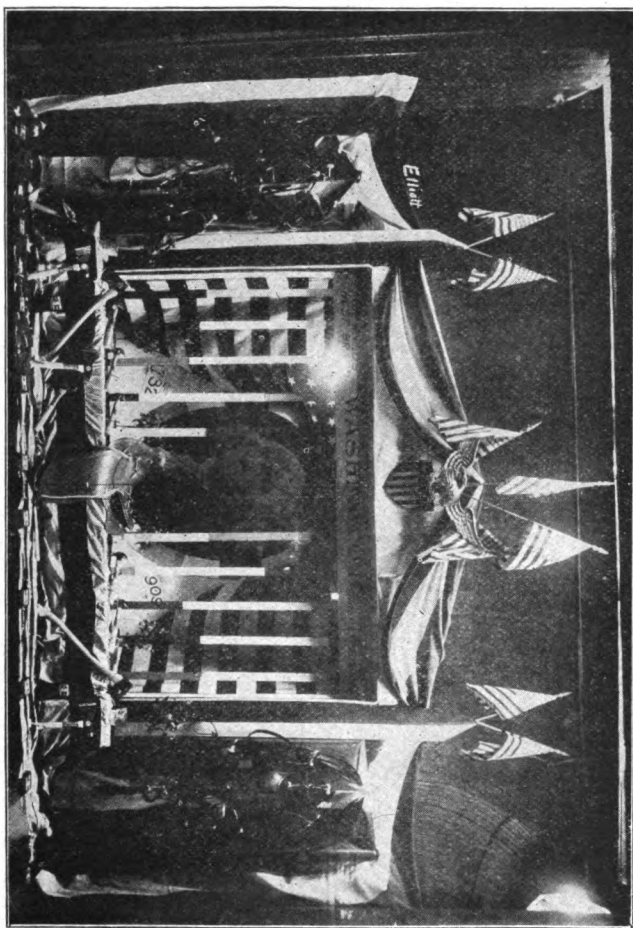
ville, Tenn., under the *nom de plume*, "Gogitem." Mr. Elliott's description of the window, which was a Washington's Birthday Display, follows:

"This special design, in honor of George Washington, proved unusually attractive and quite beautiful.

"In order to describe it fully, it is necessary to state that the window was 12 feet in length by $6\frac{1}{2}$ feet deep. From the point of the highest flag shown, to the floor, was 11 feet.

"The picture of Washington was a hand painting in oil, and it measured four feet high by four feet wide. It was oval shaped, with a sectional border of red, white and blue, and it formed the background of the cabinet. The entire back was canvas, on which the picture was painted. This was not, however, the back wall of the window, for there was a space of 12 inches clearance between this cabinet back and the wall of the window. The entire length of the cabinet was $9\frac{1}{2}$ feet. The back wall, which was in a recess, measured eight feet and was 16 feet deep from the perpendicular ribbons in front. There was also a 10-inch ledge in front of the ribbons. This ledge was 10 inches from the floor with 10-inch projecting corners at each end. On each corner was shown a small cherry bush. Also, in the floor of the cabinet, back of the ribbons, were six cherry bushes.

"In the cabinet top, behind the ribbons, were three electric bulbs, which do not show in the photo (red, white and blue). The white light came directly over Washington's picture, and it was necessary to have this out in order to get a photo. The perpendicular ribbons, shown prominently in the foreground, were constantly in motion, changing red, white and blue. The ribbon was 15 feet in length, each strip of color



being 30 inches. There were 10 ribbons in all, giving 20 changes of color every minute. These ribbons were kept in motion by a set of rollers on top of the cabinet, just back of the gable. There was also a set on the bottom. The rollers were grooved, and held the ribbons in place while running. There were six rollers in all—three top, and three bottom, with one on top attached by a belt to an electric motor in the cellar, from which the power was obtained. The ribbons after passing down in front passed over the rollers underneath, then up behind the back of the cabinet. The moving ribbon, changing colors, kept a crowd constantly before the window.

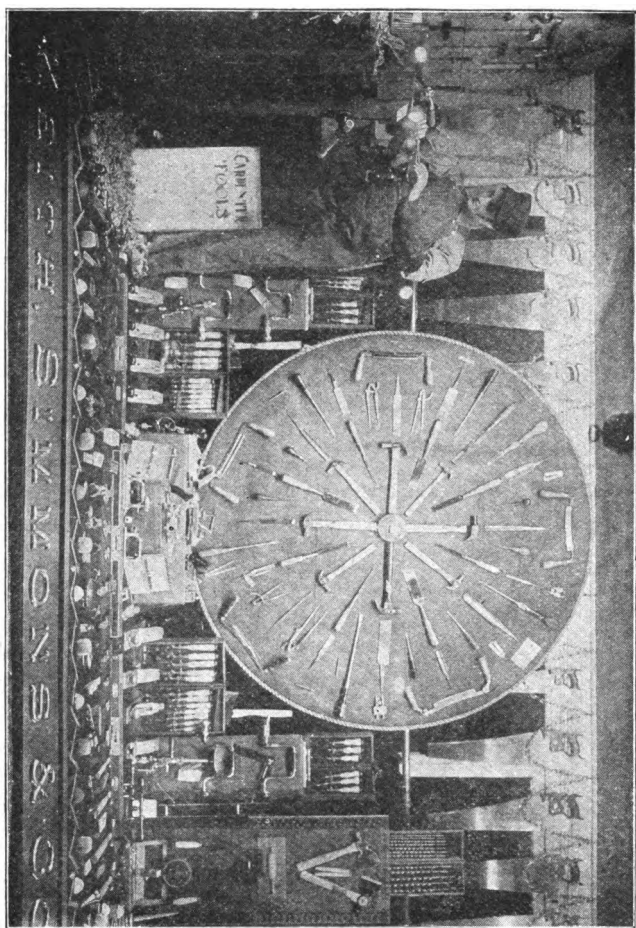
"All goods shown in the window were the company's own brand. There were two sets of harness on each end, shown on boards, draped in red, white and blue, with a saddle in the center. Hatchets, axes, hammers and other tools were shown.

"This unusually attractive window was gotten up in 24 hours, including setting up of all mechanical parts, etc. The total expense was \$20.00."

THE THIRD PRIZE WINDOW.

As previously announced, the judges of THE AMERICAN ARTISAN'S 1909 Hardware Window Display Competition awarded the third prize to Chas. A. McGavock, with Keith, Simmons & Co., Nashville, Tenn., Mr. McGavock's exhibit having been entered under the name of "Ernest Webster."

The window was eight feet long, five feet deep, and eight feet high at the back. Part of the background was in the form of a circle, made out of flooring, the front being papered. On this circle were displayed



such tools as chisels, hammers, draw knives, screw drivers, etc. Hand saws were displayed on either side of the circle. To the left of the window was placed a work bench on which were arranged a line of tools, such as are used in shops. Near the bench was placed a dummy filing a hand saw. On the bench and around it shavings were scattered to give it a more natural appearance. On the floor of the window were displayed planes, sets of chisels and bits, carpenters' chalk and chalk lines, etc. The window attracted a great deal of attention and brought much new trade to the store.

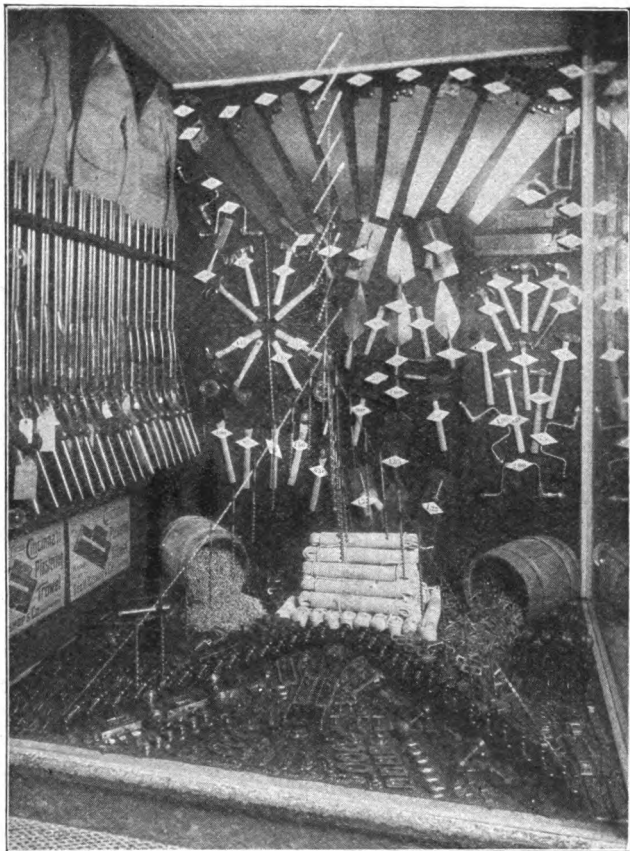
Mr. McGavock thus gives his opinion of window dressing as a factor in the business of the retail dealer:

"I think that window dressing is the best and cheapest advertising that a retail merchant has at his command. A neatly dressed window attracts the attention of everybody who passes by it. In fact it is worth more than two or three ordinary clerks, as the customer by looking at the window is able to decide on what he wants. Retail hardware merchants are taking more interest in window dressing than ever before, because it is the best way of advertising goods."

THE FOURTH PRIZE WINDOW.

The fourth prize in THE AMERICAN ARTISAN'S 1909 Hardware Window Display Competition, as previously announced, was awarded to Arthur Hoffman, with P. Hoffman, Sedalia, Mo., Mr. Hoffman submitting his exhibit under the *nom de plume* of "A. H. Moore." As will be seen from the illustration, the display was one of general hardware.

The background, floor and side wall of the window were covered with black calico. On the background was displayed a general line of carpenters' and masons'



tools, such as hammers, hatchets, saws, braces and bits, trowels and brick hammers. Price tags were affixed to each tool. Along the side wall of the window there was a stationary gun rack filled with single and double-

barrel shot guns, and above this hung three hunting coats.

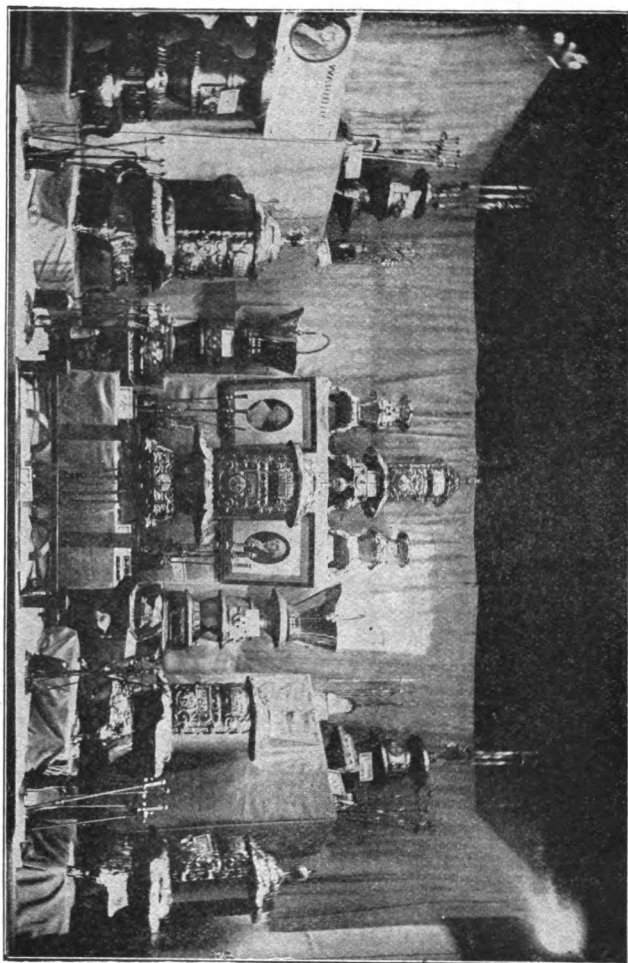
On the floor of the window was displayed a general line of builders' hardware, such as mortise locks and trimmings, sash locks, barrel bolts, sash lifts, butts, double acting hinges, door checks, floor hinges, nails, sash cord and sash pulleys, etc. A number of auger and car bits were attached to a chain suspended from the ceiling.

AN EXCELLENT DISPLAY OF STOVES.

The judges of THE AMERICAN ARTISAN'S 1909 Hardware Window Display Competition spoke very favorably of a heating stove window exhibit entered by Max J. Elliott, with the Gray & Dudley Hardware Co., Nashville, Tenn., the photograph of which is herewith reproduced. Mr. Elliott's description of the display is as follows:

"The window contains an assortment of sizes of stoves. Each heater bears a price mark, as well as brass fire sets shown. The background is made of apple green bunting draped from a wire. Under this is cotton flannel tacked on the wall. The stands on which the heaters are shown are 13 empty boxes—four small and nine large ones. These are also draped in apple green bunting of two thicknesses. This gives a good effect. The floor is of white cotton flannel "puffed." All fire-sets, the fender and irons in the center, being of brass and showing on this rich-color background, make a very striking display.

"The two small heaters shown just above the pictures of George and Martha Washington are nicked all over. These two heaters were made for window



display purposes only, and are nicked inside and out. "Washington" being the brand of the company, is the reason the pictures are used in the display. Each price mark also bears a "Washington" label. The sign on the left reads, 'Warning — Soon Be Cold Weather. Get Your Heater Before the Rush.'

"The window produced good results. It required four hours to trim. The total expense was \$5.75."

TWO ATTRACTIVE WINDOW DISPLAYS.

The judges of THE AMERICAN ARTISAN'S 1909 Hardware Window Display Competition spoke in very favorable terms of the exhibit submitted by C. E. Sloan, with the Evans Hardware Co., Statesville, N. C. Mr. Sloan's description of the display is as follows:

"The window shown to the right was made up chiefly of sporting goods. The floor of this window was covered with leaves, and 'partridges' cut out of cardboard were placed here and there on the ground. An old snag with squirrels mounted on same can be seen. The arch was made of 6-inch stove pipe and stove pipe elbows. This was covered with crepe paper. The figure in the window is seated upon a stump and is represented as examining his gun. Pyramids made of shells were placed on either side of the figure, while leggings, hunting coats and pants, gun cases, etc., were hung over the arch.

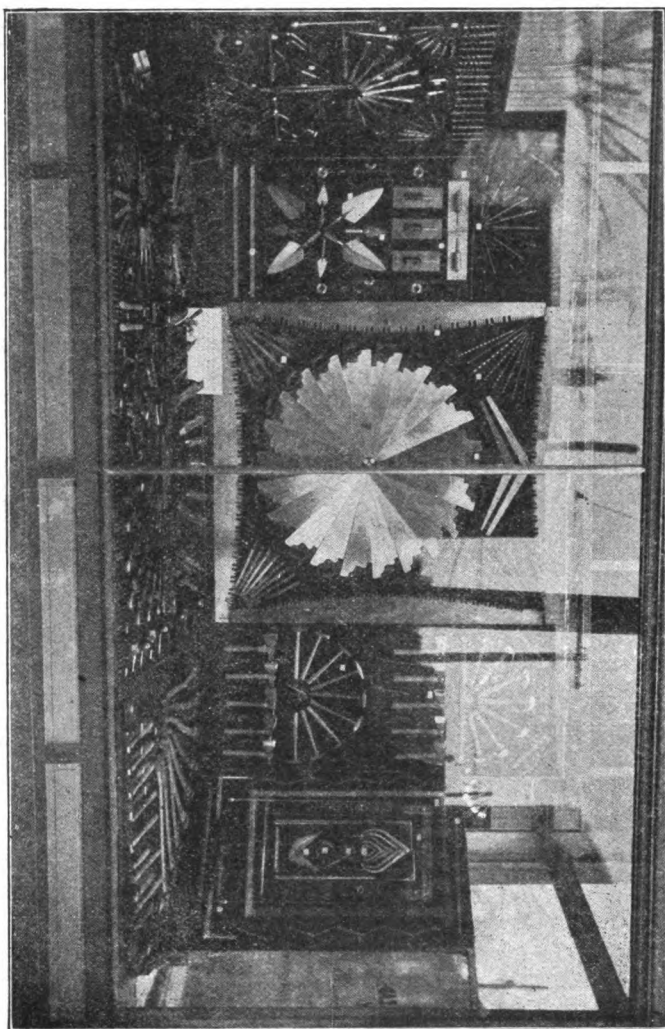
"The window to the left shows an 'automobile' made of different articles carried in a hardware store. The bottom or bed of the auto was made of a door 2x6 feet resting upon the axle. The wheels were 50-pound grindstones, with half-pint tin cups for hub



caps. The sides were formed of cross-cut saws. Two coal vases with sieve wire placed in front of them represented the generator and muffler or cooler. Two dash lanterns placed on either side and in front of the vases served the purpose of lamps. A grindstone crank fastened to a wire sieve represented the crank of the machine, and two joints of 5-inch stove pipe were used for the cylinders. A level placed on either side of the machine served the purpose of a step. Four hand saws bent over the grindstones formed the fenders. A plow lever was used for the propeller and a fire poker with a cake pan placed on top of same comprised the steering wheel. A tinner's brazing torch placed under the machine and lighted made a noise very similar to that made by automobiles. The chauffeur is represented by a wax figure."

A GOOD DISPLAY OF HARDWARE.

Among the window displays that received honorable mention from the judges in THE AMERICAN ARTISAN'S hardware window display competition, was that shown in the photograph submitted by the Harry Mead Co., Shawnee, Okla. The background of this display was covered with black cloth. There were three distinct displays of tools in the back and a wing at either end. A false floor was put in the window, which was about 12 inches higher at the back than at the front. The saws were brightened up, and when the sun was shining on them they presented an almost dazzling appearance. Cards were displayed in the window on which were numbers representing the different tools in the display. The Harry Mead Co. offered to give away any tool in the



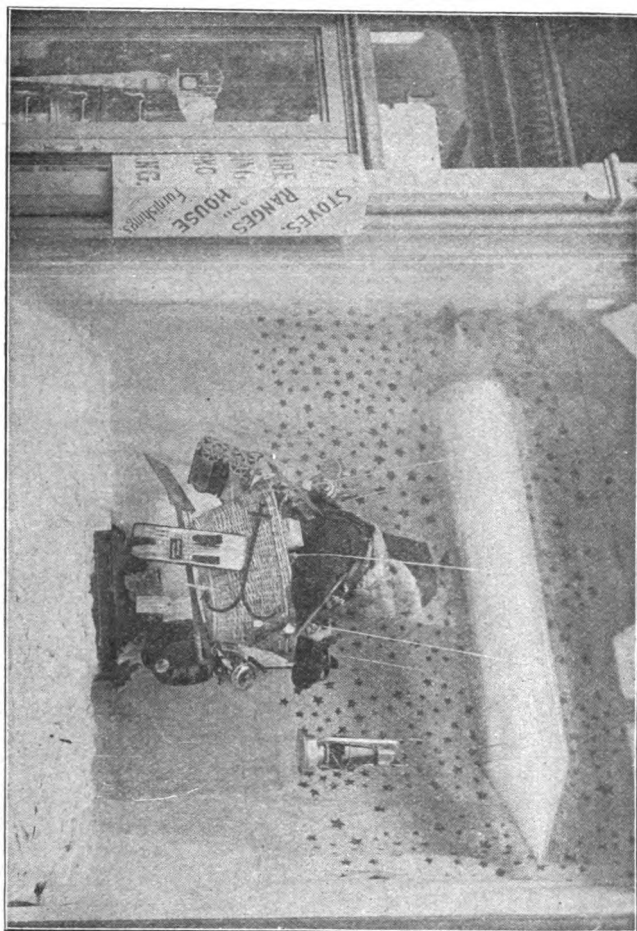
window to the first individual who would give them a correct list of the names of the articles numbered. This attracted a great deal of attention and was the means of bringing many people into the store.

AN AIRSHIP IN A CHRISTMAS WINDOW DISPLAY.

A Christmas window display of hardware in the form of an air-ship, which was entered in THE AMERICAN ARTISAN'S recent Hardware Window Display Competition by Kyran A. Fisher, with Jas. Hamil, 1605 Broadway, Watervliet, N. Y., was given honorable mention by the judges of the contest. Mr. Fisher's description of the window, which, he said, proved to be a profit getter, is as follows:

"The upper part of the display in the form of a torpedo consisted of a 5-foot length of 12-inch heater pipe taken from our furnace department. Two funnels were used for the ends and at the rear end a 'propeller' was affixed. The lower part of the display consisted of a medium sized clothes basket, taken from stock, fastened to the 'ship' with a No. 4½ cord. As will be seen from the picture St. Nicholas was seated in the basket, which was laden with the following articles: Carvers; a carpet sweeper; safety razors; pen knives; skates; coffee pots; percolators and cups, and a Lisk's roaster. A small snow shovel was used to represent the rudder of the air-ship, and a small wheel taken from a baby carriage served as steering gear.

"The bottom of the window was made to represent the roof of a house with a chimney in the center. A piece of gutter, which hung from the edge of the

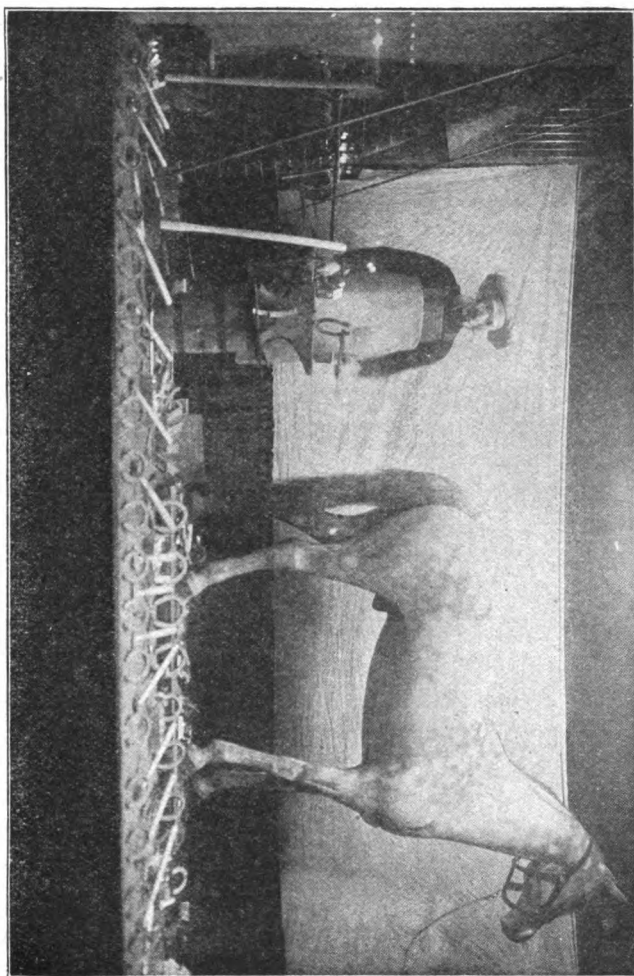


roof, was covered with white cotton to represent snow, St. Nicholas being about to land on the chimney. The moon and stars were shown on the background and were cut out of yellow cheese-cloth. There was a bright light in the rear of the display which showed up the whole very well at night. A piece of wire attached to the side of the basket and extending to the rear of the window, when pulled, set the 'air-ship' in motion."

A BLACKSMITH'S SHOP IN A WINDOW DISPLAY.

The judges in THE AMERICAN ARTISAN'S recent Hardware Window Display Competition made Honorable Mention of the exhibit entered by John M. Wat-tawa, with the J. C. Lewis Co., Antigo, Wis. As will be seen from the accompanying illustration the "Vil-lage Blacksmith" was portrayed in the display. In the shop was a full sized horse. A red light was placed in front of the forge, which closely resembled a fire. The blacksmith was smoking his pipe while working at the anvil, the latter being placed on top of a nail keg.

On the floor of the window were strewn horse shoes, boxes of horse nails, bits, hammers, augers, tongs, pincers, sledges, calks and horse rasps. Under the horse was a display of breast drills, horse clippers, cold chisels, stocks, dies, and many other small tools used in a blacksmith's shop. Against the wall were several rods of iron and steel. The goods displayed in the window were taken from stock, and pertained to the blacksmith's trade. The window was the means of selling a lot of goods.

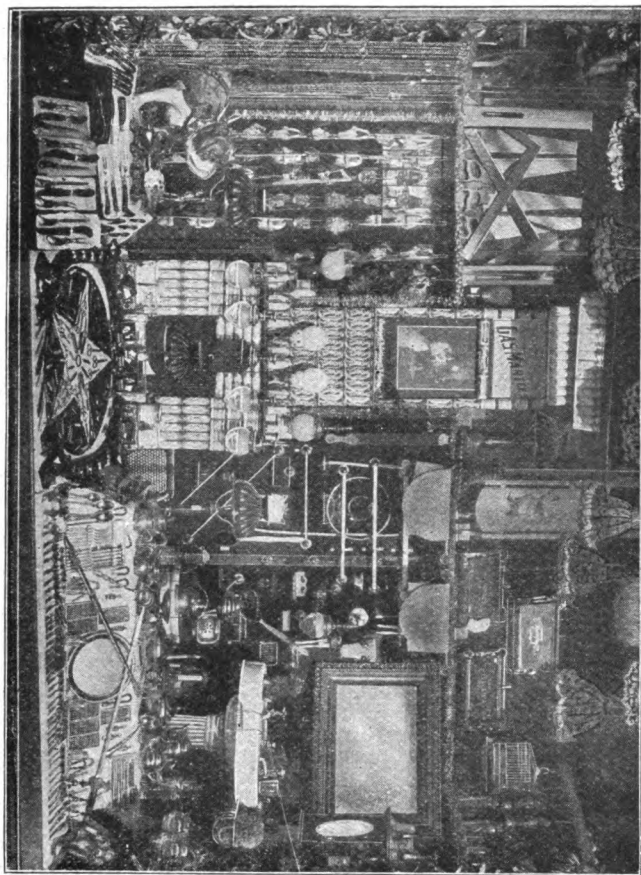


A CHRISTMAS DISPLAY OF MORE THAN USUAL ATTRACTIVENESS,

The judges in THE AMERICAN ARTISAN'S recent Hardware Window Display Competition spoke in very favorable terms of the display submitted by L. A. Paddock with the Paddock Hardware Co., 427 E. 47th St., Chicago, and which is here reproduced. Mr. Paddock entered his exhibit under the name of "McGinty." His description of the window follows:

"The window was $9\frac{1}{2}$ feet high by $10\frac{1}{2}$ feet long. The window front was inclosed on the inside by a glass partition, providing a floor space $5 \times 10\frac{1}{2}$ feet, with a flat-iron shaped end extending to the left about 4 feet. This end the picture does not show. For this Christmas display the inside glass partition was ceiled up with $\frac{1}{2}$ -inch lumber and covered with red flannel cloth, making a complete and attractive background for the work in hand. The floor and the platform elevations were covered with white cheese cloth. The heavy plate glass frame or sash was trimmed up the sides and across the top with holly leaves and holly branches, laden with red berries, harmonizing well with the red background and converting the bare oak sash into a sort of rustic or vine-covered frame appropriate for a Christmas display.

"The goods displayed were, in the main, such as make practical holiday presents: Silverware, cutlery, carvers, sweepers, sleds, light and bathroom fixtures. In making the display, I had in mind the production of a picture, as well as producing an attractive exhibit of Christmas goods. I first built a centerpiece, then platforms or floor elevations with receding fronts and



ends, so that every article could be prominently displayed and seen equally well from the street, at any angle or viewpoint. For a conspicuous display of lamps I made the centerpiece (in the background) represent an old-fashioned fire-place with chimney, and covered them entirely with mantles and lights, in the manner shown. In completing the display of illuminating goods I placed in the recess in the fire-place a portable lamp, with a red shade to be lighted up with electric bulbs. On the fire-place and about the chimney I placed the inverted and other lights. Close up in front of the chimney there was a board raised from the floor about 6 inches on which was placed a foot rail made of brass curtain rod supported at the corners and ends with gas mantles. On either side of this rail shaving mugs were shown. I took a stove board, turned it upside down, covered it with white cloth, tacked on five pieces of V-shaped velvet and had a Christmas star 36 inches in diameter. This was placed directly in front of the mantle, covering the space from the foot rail to the plate glass window. Circling the star on the white margin, safety razors and their boxes were placed, forming a complete circle, except a small space at the lower edge occupied by high-grade razors of the ordinary style. The star was covered with plain and fancy scissors. The velvet portion was covered with high-grade buck and pearl-handled pocket knives. On the slanting pieces on each side, kitchen, bread and butcher knives were placed. On the floor at the right of the star were silver knives, forks and spoons. On the incline were nut picks, nut crackers, sugar spoons and a "Knight's Templar" sword and shield, crossing a sil-

ver tea tray. On the elevation were silver tea sets, butter dishes, ladles, chafing dishes, tea and coffee pots, crumb trays, etc. At the left of the star were carvers. This constituted the exhibit of silverware and cutlery, especially suitable for holiday giving.

"At the right, on the side wall and back of the silver, bath-room fixtures and necessities were shown. On the wall space at the right was a very handsome medicine case with shaving mug, bottles and powders. Below the mirror stood a porcelain lavatory on which a "Teddy" bear or two attracted the children. At the left of the lavatory were chamois skins, glass and nickeled towel bars, bath sprays, brushes and smaller fixtures, and below, standing on the floor, was a square-shaped silver tea server. Above the fixture display were carpet sweepers, a hand sled, a bird cage, some small brass lanterns and some aluminum lemonade shakers. On the shelf above were bread and cash boxes. Back of the bird cage were some fancy door mats. Suspended from the ceiling were feather and wool dusters, of many sizes and grades. Only the larger show.

"At the left of the fire-place above the shelf were hand saws, steel squares and spirit levels. Further on to the left, running back into the flat iron end, were placed a number of hand sleds and savory roasters not shown in the picture. Below this shelf hung long strings of hockey ice skates, reaching down to the elevation under the large bulldog guarding the exhibit. This English bull is seen emerging from his room through a portiere made of nickeled dog chains, dog whips, etc., to have his picture taken. He has rare tastes. His little wedge-shaped room is cosily

fitted with rugs, harness and collars in almost every style and size, dog whips, dog leads and blankets. He was very much at home there and seemed proud of the marked attention shown him.

"On the reclining side of the platform, on which the dog stood, extending back to the point of the flat-iron end in the dog room, machinists' and carpenters' tools were arranged. These do not show in the picture. On each side of the fire-place portable gas lamps with colored shades were shown, to balance the display and to help distribute the soft red and yellow light to be reflected on and over the goods below.

"In the final touching up, many articles shown in the picture, not originally intended to be used, were dropped in here and there to even up or to fill a space, that the display might present a symmetrical appearance.

"The window had a row of electric lamps behind the long trough-shaped reflector, shown in the picture, near the ceiling. These, ordinarily, lighted the window sufficiently, but a portable lamp was placed in the fire-place to light up its recess and to throw a reflected light out and over the star display. To more evenly distribute the light, as previously stated, portables were placed on each side of the fire-place as shown. These portables had either red or yellow shades, and were lighted with strong candlepower electric bulbs, throwing a bright light down and over the star and silver on the right and over the carvers and steel goods on the left. The long reflector at the ceiling was turned to throw light on the goods on the red background and down on the red and yellow shades below. This arrangement produced a flood of blended red, white and yellow light altogether pleasing. The even-

ing effect was remarkable. The bright tinted light danced and sparkled on polished steel and glistening silver, amounting to an illumination almost of gorgeous splendor.

"Crowds gathered night after night and day after day to examine the display and to obtain a souvenir, or, as custom has dictated at Christmas time, to purchase little presents for their friends. The display was a great success from every point of view."

A LOCOMOTIVE IN A WINDOW DISPLAY.

The judges in THE AMERICAN ARTISAN'S 1909 Hardware Window Display Competition spoke very highly of the exhibit entered by Elmer B. Baker, with L. W. Gunby Company, Salisbury, Md., and shown herewith:

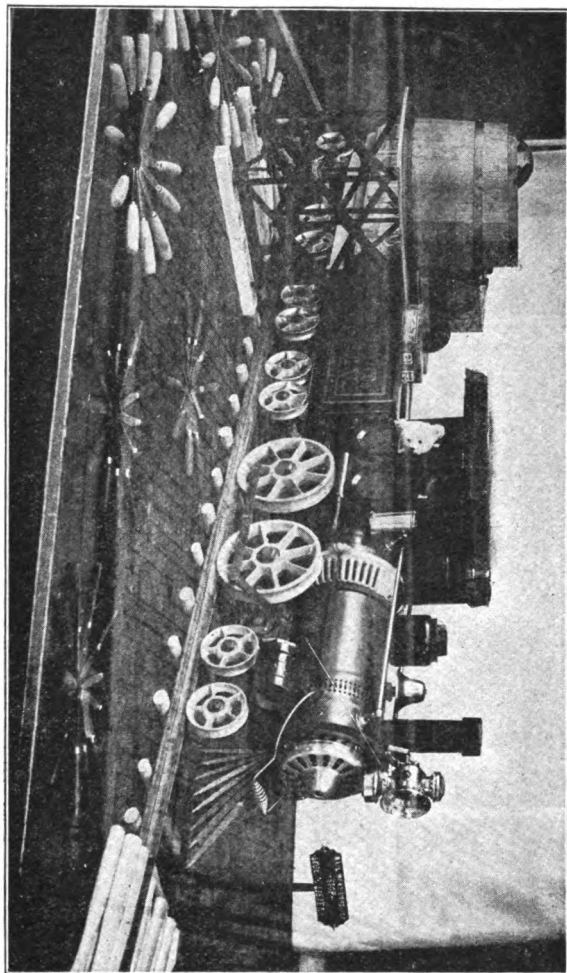
The display represents a locomotive with one car attached standing near a railroad crossing. The water tank shows the apparatus putting water into the locomotive tender. Placed near the railroad crossing was a mechanical toy which represents a horse with a wagon full of people approaching the track. This toy was kept in motion the most of the time and made the display more realistic. The photographer was unable to get the toy in the picture on account of the woodwork of the window. The display was made entirely of hardware carried in stock by L. W. Gunby Co. and none was cut, soldered or spoiled for selling purposes.

The boiler of the locomotive was an oil heater, the cab was made of four barn-door hangers and one bread pan, the driving wheels of 8-inch galvanized roller bushed sheaves, the front trucks of 3½-inch,

machine bolts served as the axles, $2 \times 1\frac{1}{2}$ -inch black cast tees served as the cylinders and steam chests, $2 \times \frac{1}{4}$ -inch bushings formed the back cylinder heads through which were inserted 4 foot rules to represent the piston rods and driving bars, and 3 to 6-inch taper saw files were used to make the pilot.

The running boards were made of 2 10-inch flat files, the hand rails of 2 18-inch nickel-plated towel bars, the stack of 2-inch black pipe nipple and cap, and 2 14-inch pipe wrenches represented the links and slide-heads of the locomotive.

A bicycle lamp was used for a headlight, $3 \times \frac{1}{2}$ -inch black pipe coupling with $3\frac{1}{2} \times 1\frac{1}{4}$ -inch bushing in one end represented the steam dome, $1\frac{3}{4}$ -inch brass safety pop valve projecting through the bushing formed the whistle, and 3-inch black pipe coupling with 3-inch plug in one end was employed to represent the sand dome. The bell was an ordinary tea bell minus the handle. The air pump was a pocket bicycle foot pump, the air reservoir was represented by an ordinary bicycle hand pump and check loops formed the handles on the cab. The foundation of the water tank consisted of four oil stones upon which rested the framework. The framework consisted of four 6-ft rules opened in such a manner that no section of the rules was doubled. The tank was an inverted $\frac{1}{2}$ -bushel bar measure and the spout was one $1\frac{1}{4}$ -inch black nipple and ell. The platform upon which rested the tank was a chair bottom. The platform of the tender was one rectangular shaped long pan, the sides were four cash boxes and the trucks $3\frac{1}{2}$ -inch galvanized roller bushel sheaves with machine bolts as axles. The letters on the tender were printed on heavy card-board. An inverted nickel-



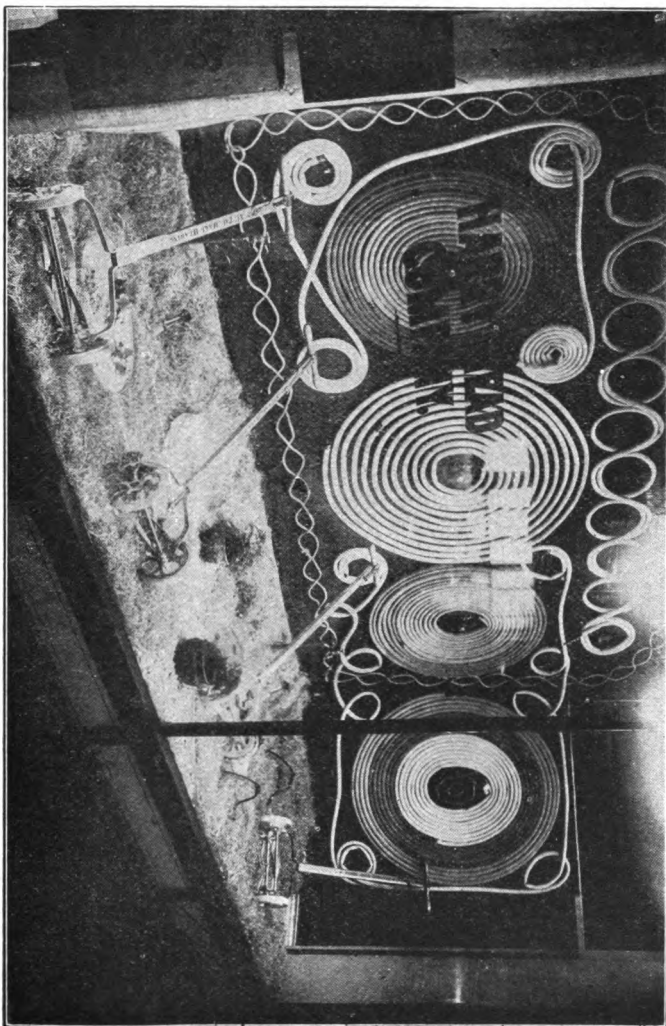
plated crumb tray served as the "apron" between the engine and tender.

The truck wheels and axles of the car were the same as those used under the tender; the car beam brace rods were represented by four wood saw turn-buckles, and the body of the car by two wash-boards. The car was loaded with peach and apple parers. The couplings between the car, tender and locomotive were ½-inch brass hose couplings. The ties and road crossings were made of hammer handles and the rails resting thereon of barn-door track.

The display was in proportion throughout and the brass, nickel and galvanized parts made it very attractive. It proved to be a big success in advertising and in making sales.

GARDEN HOSE AND LAWN MOWERS IN A WINDOW DISPLAY.

The window display of garden hose and lawn mowers made by the Harry Mead Co., of Shawnee, Okla., was very favorably commented on by the judges in THE AMERICAN ARTISAN'S hardware window display competition. The border surrounding the hose in the background was made of rope. On the bottom and at the extreme back was a little terrace. An excellent imitation of grass was made by coloring excelsior with dyes. A gravel walk was shown in the center of the window running from the front to the back. There were two pots of ferns in the walk. Two circles were made in the "grass" in which sand was placed, with artificial roses in the center thereof. A few grass hooks and shears were placed in the window.



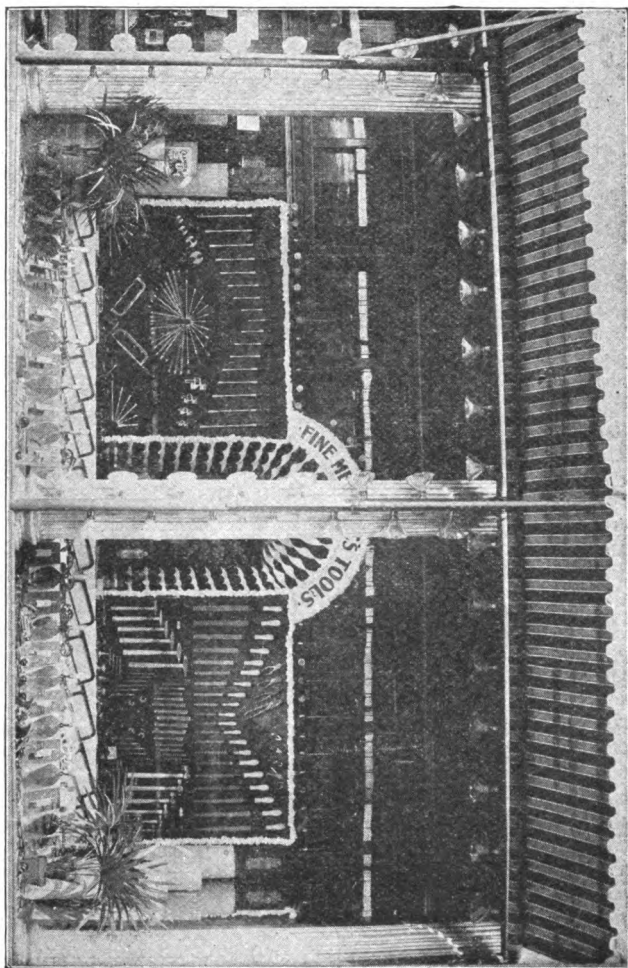
A HARDWARE WINDOW DISPLAY OF MERIT.

A window display of hardware of more than usual attractiveness, which was entered in THE AMERICAN ARTISAN'S 1909 Hardware Window Display Competition, by Frank G. Cramer, with Weaver, Palmer & Richmond, Rochester, N. Y., was given Honorable Mention by the judges of the contest. Mr. Cramer's description of the display is as follows:

"Our window complete is about 24 feet in length, which ordinarily is divided into three sections with mirrors between. The display of which we send a photograph occupied two sections with the mirror removed, the only bad feature being the column in the center.

"In placing a hardware window of this size there is, we believe, ample room to show several lines including builders' hardware, carpenters', masons' and mechanics' or garage supplies. The sample boards used were four and five feet in size, and were covered with a dark green material with an edge of white puffing. On these were placed tools used mostly by automobile repair men, as this was the week of the Automobile Show. Standing between the sample boards, and unfortunately hidden in the photograph by the column, was a triangular display case containing sharpening stones. The arch above was of white cardboard lettered in dark green—'Fine Mechanics' Tools'—and edged with white puffing. The ribbon effect was of strips of crepe paper.

"Suspended from the ceiling directly over the sample boards was a row of pocket measuring tapes, which are hardly visible on account of the shadow, but which made a very good effect, especially when

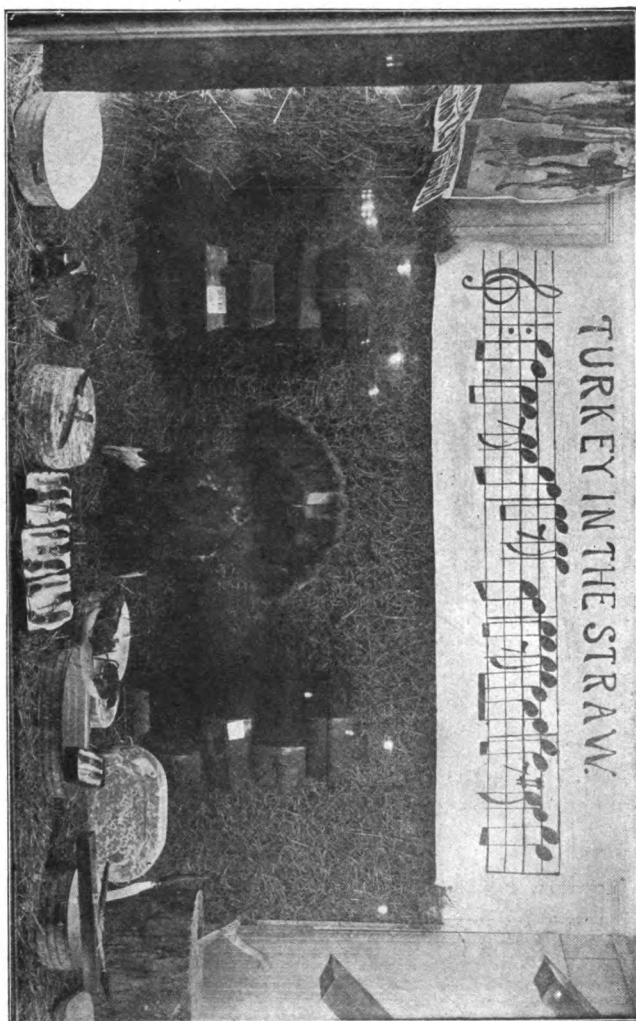


the window was illuminated. At either end of the window were rolls of building paper and on top were lock sets from our up-to-date builders' hardware department. The eight-inch steps holding the sample boards were covered with white material. The bottom riser was sampled with plastering and brick trowels to represent our masons' supplies. On the upper riser were 'Red Devil' hack saws. On the steps and bottom of the window was attractively arranged an assortment of carpenters' tools in many styles and sizes, viz.: planes, plows, hammers, saws, chisels, levels, hand axes, hand drills, nail sets, automatic drills, rules, saw sets, saw clamps, braces, bits, scrapers, etc.

"While this display was not elaborate, its attractiveness was apparent by the comments of the passers-by, and by the large increase of sales in the tool department. Palms are a rare thing in hardware windows, but very effective, we think."

AN APPROPRIATE CHRISTMAS DISPLAY.

The judges in THE AMERICAN ARTISAN'S hardware window display competition spoke very favorably of the Christmas display made by Clyde W. Martin, with the Pierce Hardware Co., Salina, Kan. This display, the company stated, was the means of bringing a great deal of trade to the store during the holiday season. The back of the window was made of netting placed about two inches from the wall. Straw was placed behind the netting and upon the floor. The first few bars of "Turkey in the Straw" were shown in large notes at the rear. A stuffed turkey in a strutting position was placed in the center of the window. Roasters



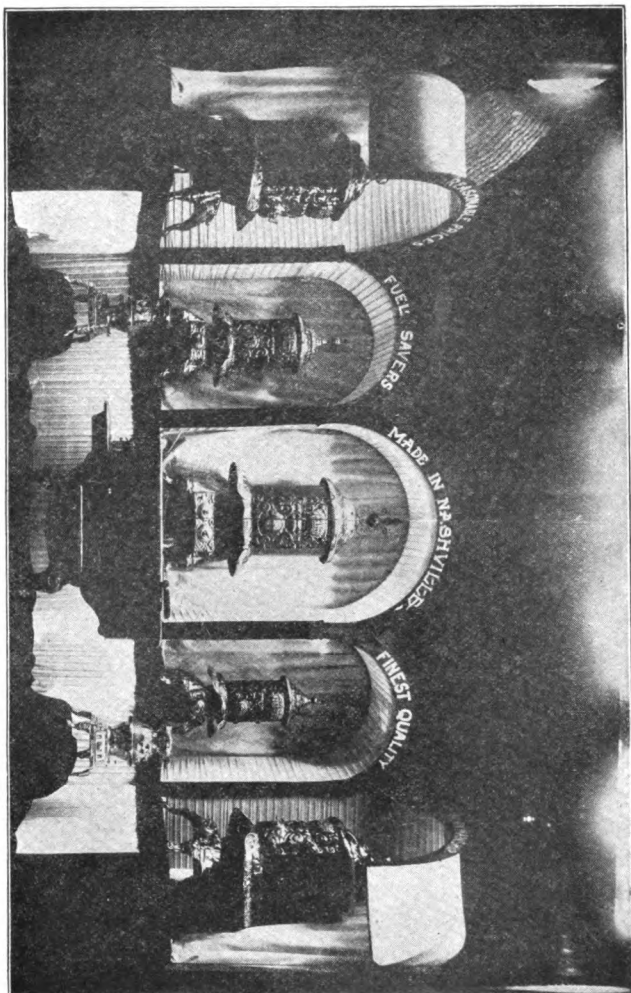
were placed at the rear, and at one end of the window was a large block of wood with an axe stuck in it. A few enameled roasters were placed in front, in one of which were six quails and in another three ducks. A few carving sets were added, which made the whole a very attractive display.

AN ATTRACTIVE DISPLAY OF HEATING STOVES.

The judges of THE AMERICAN ARTISAN'S recent Hardware Window Display Competition made Honorable Mention of the exhibit entered by Max J. Elliott, with the Gray & Dudley Hardware Co., Nashville, Tenn., and which is here shown. Mr. Elliott stated that this display of heaters proved very effective. His description of it is as follows:

"The display is twelve feet long and ten feet high. The base on which the five heaters are shown is 32 inches from the floor by 22 inches on the surface. The colors used are red and white. The front of the base is pleated with white bunting, on a frame made of one by three-inch strips. The border around the top edge is red cotton flannel, which overhangs the base. The floor is also red "puffed" cotton flannel. The cook stove shown in the foreground on the floor, also the two small heaters, are full nickel-plated, made up especially for use in window displays. These small heaters are on bases of empty boxes, over which the red material used on the floor is draped and puffed.

"The arches shown are two sections of a buggy rim, on which straight standards were nailed, to get the proper effect. These are pleated with white bunting, and are made in five sections. The depth of each

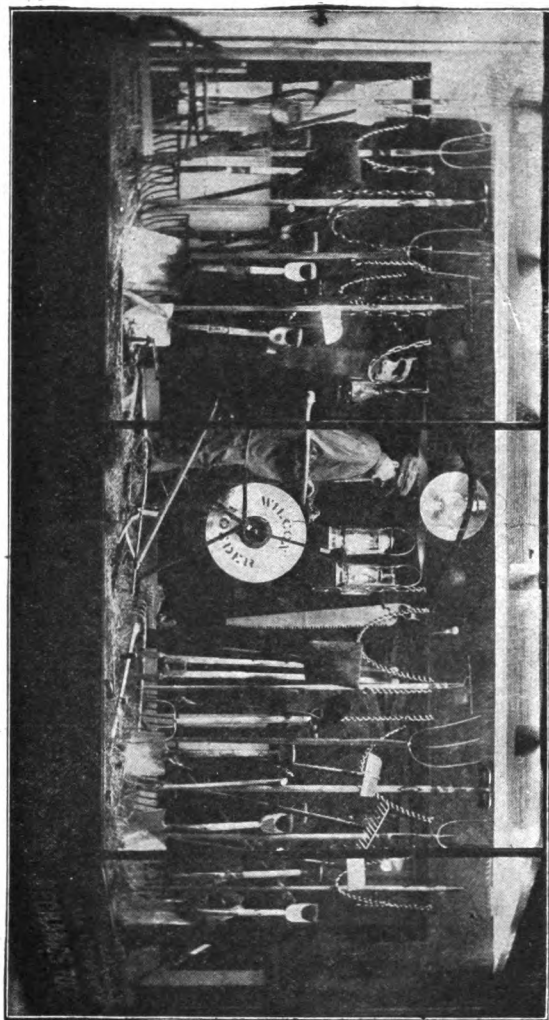


arch is 22 inches from the back wall (the width of the base), and pleated all the way around. On the back is hung white cotton flannel in curtain effect. Each heater is shown distinctly and clearly by this arrangement.

"The small border signs shown on the arches are white on red card board, with green scrolling. The strip shown between each heater is the face of the strip composing the standards onto which the arches are made. These are neatly covered in red and are five inches in width. On each end the arch overhangs, this being next to the glass. If it had two sides, the view would be obstructed. As it is the entire window attracts at a glance. It required four hours' work to construct this window, with only \$5.00 expense."

A GOOD DISPLAY OF FARM IMPLEMENTS AND GARDENING TOOLS.

The farm implement and garden tool display made by Albert Dines with William Henry & Co., Fort Worth, Tex., and entered in THE AMERICAN ARTISAN'S hardware window display competition, received honorable mention from the judges of the contest. In the center of the display a dummy was shown standing astride a grindstone, operated by an electric motor. Shovels, rakes, hoes, forks, lanterns, etc., were among the articles exhibited. This window, while simply constructed, is said to have been a winner for William Henry & Co., the figure in overalls and the floor covered with green excelsior adding to the realistic effect.

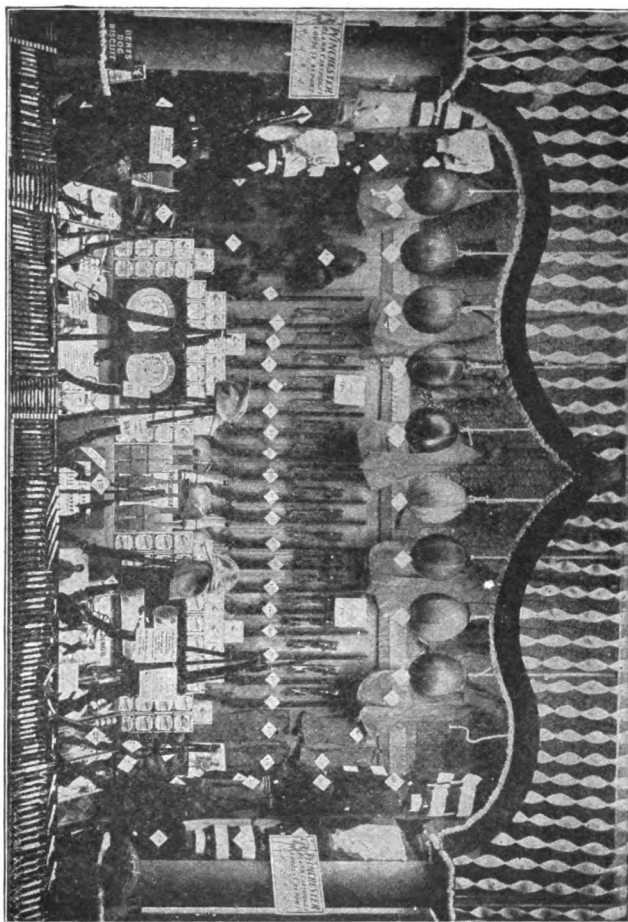


AN ATTRACTIVE DISPLAY OF SPORTING GOODS AND CUTLÉRY.

A window display entered in THE AMERICAN ARTISAN'S recent Hardware Window Display Competition by B. W. Haverfield, 911 Houston Street, Fort Worth, Tex., received Honorable Mention from the judges of the contest. The goods displayed in the window consisted mainly of guns, loaded shells, athletic goods and cutlery. The window was 10 feet 6 inches long, 8 feet high and 5 feet deep. The color scheme was red; white and green.

The only frame work necessary for this display was the arch for the top and columns supporting same. The arch was sawed out of $\frac{3}{4}$ -inch poplar lumber and supported in the center by the narrow strip of wood across the top and ends, and wired to the top of the window. The arch was supported at each end by columns made of 8-inch tin furnace pipe covered with asbestos paper. The base of the columns was made of loaded shell boxes covered with white cheese cloth. The columns and arch were painted with cold water red paint, the base of the columns green, and the whole trimmed with white puffing and crepe paper.

Two steps in the rear of the window, 12 inches and 14 inches high, covered with red bunting, gave ample space for displaying small goods and elevating same in window. The back of the window was covered with plaited green bunting. The two transparencies near the center of the window, "Safe Sure" and the "Two Large Shells," were mounted upon glass in a small oak frame. These were set up in the window, back of which was an empty store box of suitable size containing an electric light, and around each



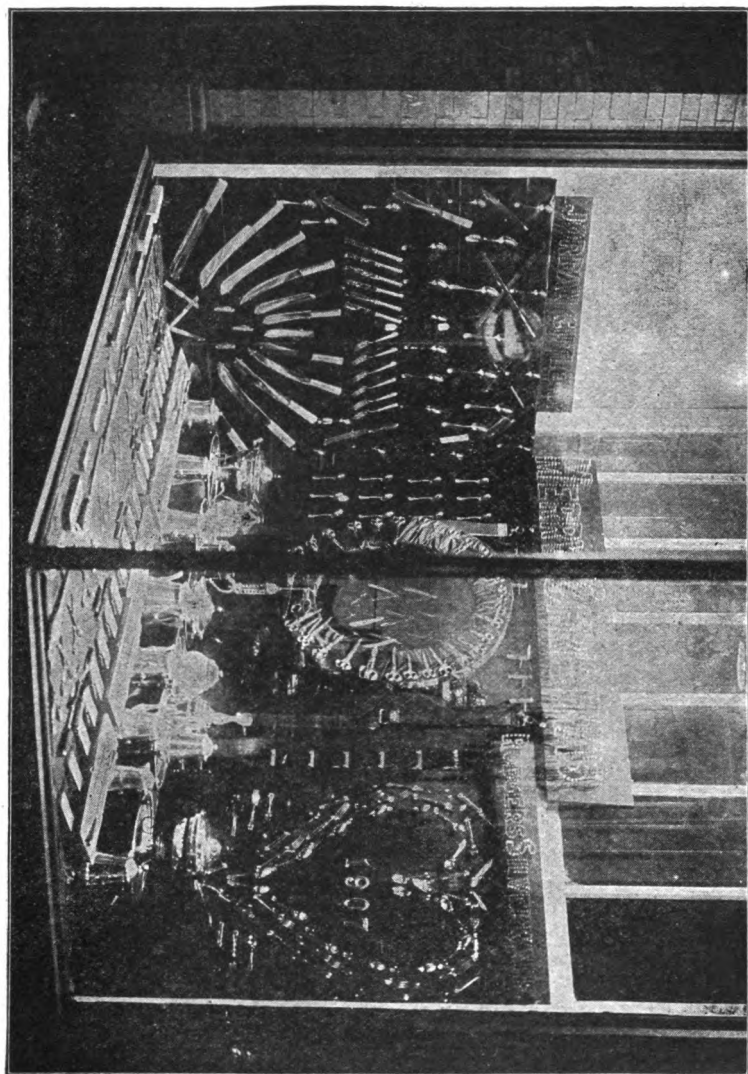
transparency were displayed loaded shells. The pocket knives shown in the foreground were mounted on two sample boards and each one priced. Sample boards were made of ½-inch poplar lumber, 7½ inches wide, and covered with green plush.

One of the chief attractions in this display was the many novel features of gun productions, each one bearing a descriptive card such as: "6 M/M Lee Straight Pull, Navy Rifle; carries three miles accurately, and at 100 yards will pass through 52 inches of oak. 38/55 Cal. Schuetzen Rifle—'President Roosevelt's Favorite.' 30 Cal. Army Model, Rapid Fire Musket with Bayonet; shoots three shots per second from the shoulder with aim, velocity 2400 ft. per second. 12 gauge Riot Gun, 6 shooter; each discharge contains 9 buck shot and will go through 4 inches of oak. 45/70 Repeating Rifle. 30 Cal. U. S. Army Cartridges. Soft Point Bullets, before and after using."

On the whole this display attracted a great deal of attention and sold a great quantity of the goods displayed, according to Mr. Haverfield.

DISPLAY OF HARDWARE IN A MINNESOTA STORE.

The judges in THE AMERICAN ARTISAN'S hardware window display competition spoke very highly of the display made by J. E. O'Brien & Co., Crookston, Minn., shown in the accompanying illustration. Ed. Bourbonniere, who designed the display for J. E. O'Brien & Co., says that it attracted a great deal of attention and was the means of bringing much new business to the store.

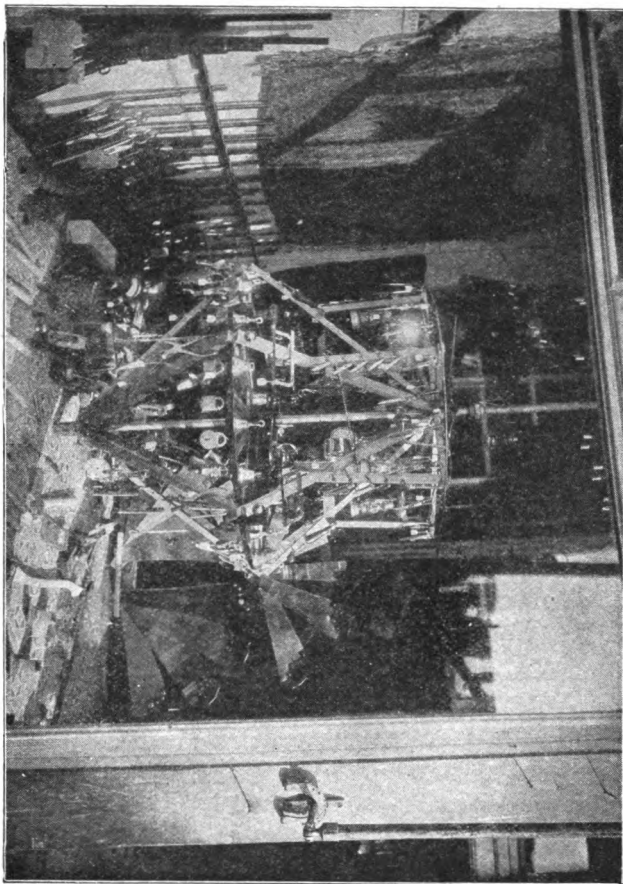


A REVOLVING DISPLAY RACK IN A HARDWARE STORE WINDOW.

The hardware exhibit submitted by Bradford Brothers, Glasgow, Ky., in THE AMERICAN ARTISAN'S recent hardware window display competition, received Honorable Mention from the judges of the contest. The chief feature of the exhibit was a revolving display rack, as will be seen from the illustration herewith. The rack was made by taking 12 pieces of wood, 1 x 1½ inches, 3 feet long, fastening one end to the reel hub of a binder, using two reel hubs, six to each hub, that would make the flare at an angle of 45 degrees, then by taking a piece of 1-inch brass pipe, slipping the hub on at one end of the pipe, then slipping on a 46-inch buggy wheel, slipping on the other hub, and another set of six arms with flaring ends toward the center of the pipe or shaft, in this way obtaining a hexagonal diamond with the buggy wheel in the center.

Twelve pieces of wood, same size, 18 inches long, were taken and fastened at right angles, one end being fastened on top and the other about half-way down on the main arms. A porch support was fastened to the ceiling of the window, which would exactly fit inside the end of the pipe or shaft. Another one was fastened 12 inches below the floor of the window on a sill. A hole was cut through the floor through which the shaft was passed and fitted over the lower support. A bevel cog wheel was fitted on the shaft and connected to a small water motor. In this way the hexagonal diamond, standing on end, was made to revolve.

By means of brass cup screws a general display of light hardware was hung on the rack. To the left of



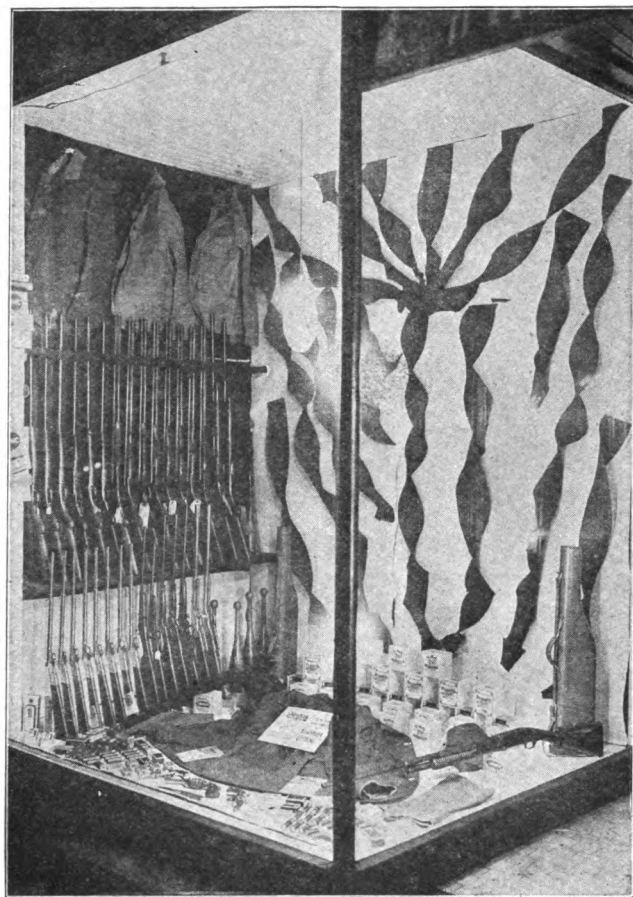
the rack guns were displayed, and to the right and behind a saw rack was placed, made of bent wagon rims, one fitted on top of the other. The lower and larger one was used for hand saws; while the upper and smaller one was used for panel saws. On the floor of the window was a general display of carpenter's tools. The window was 7 feet deep, 8 feet long and 9 feet high.

A WINDOW DISPLAY OF GUNS, AMMUNITION, ETC.

Honorable Mention was made by the judges of THE AMERICAN ARTISAN'S recent Hardware Window Display Competition of the exhibit entered by Arthur Hoffman with P. Hoffman, Sedalia, Mo., a photographic reproduction of which is shown herewith.

The background of this window was first covered with white crepe paper and numerous narrow strips of bright red crepe paper were twisted and tacked over the white paper. This made a very striking and attractive background.

A number of single and double barrel shot guns were displayed in a stationary gun rack along the side wall of the window. Three hunting coats filled the space above the guns, and a number of air rifles and other rifles standing on the floor and resting on the gun rack were also displayed along the side wall. A hunting coat was spread out in the center of the floor of the window. On one side of this was a double barrel shot gun, and on the other side a hammerless repeating shot gun, each resting on a box of loaded shells. Gun Cases, Hunting Cases, Hunting Caps, Hunting Knives, Revolvers, Leggings, Indian Clubs,



Gun Oil, Loaded Shells, and Cartridges were used to fill the remaining floor space.

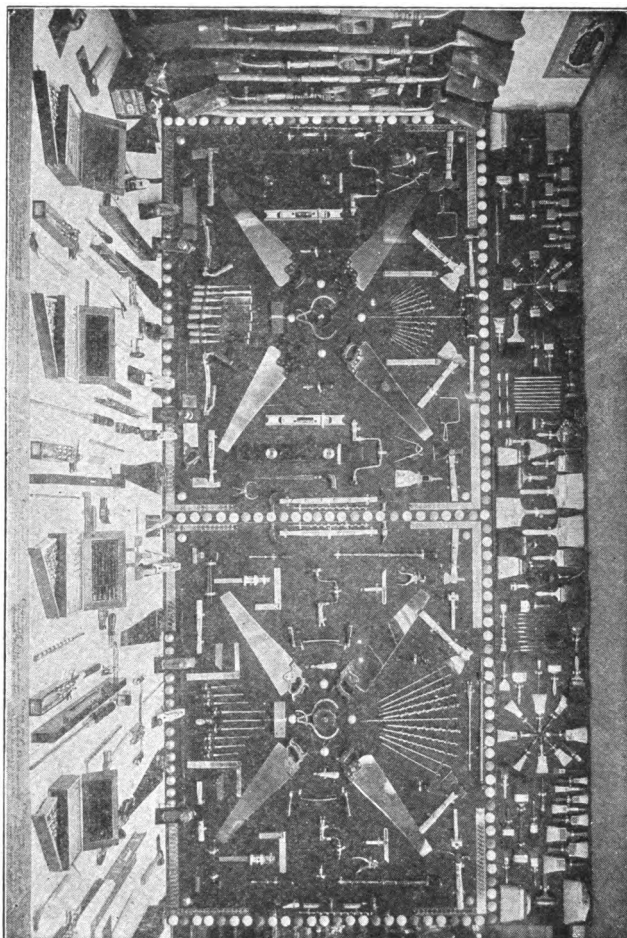
A NEAT DISPLAY OF HARDWARE.

The judges in THE AMERICAN ARTISAN'S 1909 Hardware Window Display Competition made Honorable Mention of the exhibit entered by A. L. Daily with the Morrow-Thomas Hardware Co., Amarillo, Tex. Mr. Daily's description of the display is as follows:

"The window is 18 feet long and 8 feet wide with a background 8 by 16 feet. The latter is covered with red felt, bordered with red, white and blue carpenter's chalk and covered with a line of carpenter's tools. These consist of hand saws, hatchets and hammers, Stanley try and miter squares, braces, levels and planes, Lightning screw-drivers, Automatic drills, calipers and framing squares; in fact almost a complete line of mechanics' tools. The border above the background, 2 by 16 feet, is trimmed in the same manner as the main background and covered with paint brushes, dust brushes, etc.

"The south (left) side of the window is 6 by 6 feet and covered with long-handled strap and socket shovels, D-handled spades and shovels, mattocks and grub hoes.

"The floor is covered with saws and hatchets, Stanley levels and planes, auger bits and auger bit sets. The north side of the window is glass, the entrance to our store being between this window and another of equal dimensions on the north side of the store."



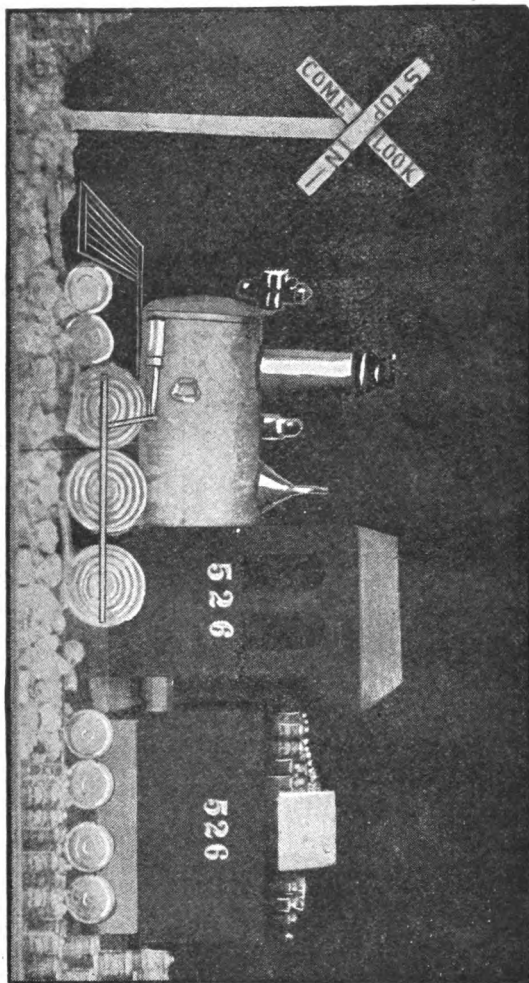
A "LOCOMOTIVE" IN A HARDWARE WINDOW DISPLAY.

A "locomotive" designed and built by R. H. Kane for the Stollberg Hardware Co., Toledo, Ohio, recently attracted a great deal of attention in the show window of the Toledo concern. It was eight feet long and was made up of the following: 1 No. 18 garbage can; 2 1-qt. milk kettles; 6 11-inch pot covers; 12 7-inch pot covers; 2 cast sinks; $\frac{1}{2}$ roll roofing paper; 2 8-ft. barn door tracks; $\frac{1}{2}$ joint 6-inch Com. pipe; 1 2-burner hot plate; 2 oil faucets; 1 driving lamp; 1 cow bell; 1 funnel; 1 gas cock; 2 tin shingles; 5 ft. No. 12 jack chain; 12 house numbers; 1 dinner pail; 1 stove poker; 1 machine oiler; 2 4-ft. zig-zag rules; 1 cuspidor; 1 watch; 4 sq. ft. black wire cloth; 1 20-inch coal shovel. A line of stove boards and stove polish also formed part of the display.

A WINDOW DISPLAY THAT WAS A BUSINESS GETTER.

A very favorable impression was made on the judges of THE AMERICAN ARTISAN'S 1909 Hardware Window Display Competition, by the exhibit submitted by Harold Stevens, with Frank A. Ellis & Son, 1645-1651 Arapahoe St., Denver, Colorado. Mr. Stevens' description of the display is as follows:

"This is one of four windows which I change every two weeks. It is a corner window with one side (the right) 8 feet high x 4 feet 6 inches, facing on the lobby; the front dimensions are 8 feet high, 7 feet 6 inches wide, and 6 feet 6 inches back to front. Sus-

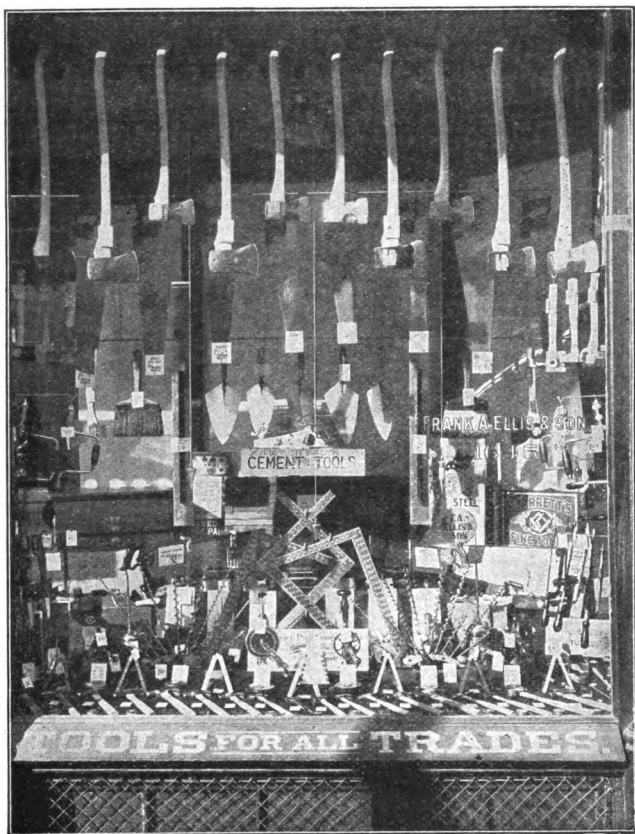


pended from the top in front is a row of axes, mainly to catch the eyes of people on the opposite side of the street. Two feet further back a $\frac{3}{8}$ -inch brass rod suspended from jack chain, carries a selection of the most salable lines of Disston's & Atkins' saws, each plainly marked with size, number and price. Two feet still further back is suspended another rod with brick trowels, brushes, etc.

"The side frames of the window are utilized by screwing on bird cage hooks, set inwards at an angle of about 45 degrees, on which are hung (on the right) hatchets, braces and hack saw frames, (on the left) hatchets, braces and tinners' snips, and on the hooks at the right back facing the lobby are saws, extension breast drills, automatic drills, and screw-drivers.

"The floor is covered with red crepe paper. In front are Zig-Zag rules and small measuring tapes, and a sample of nearly every standard pattern hammer, each with a card with price and stock number marked thereon for reference. A row of boxwood rules is next, with a sample measuring tape between each. A card is placed upright behind each layer, giving lengths and prices. Two breast and two hand drills are drilled vertically into the floor with $\frac{3}{16}$ inch bits in each. Between the drills are two 'Bailey' jack planes, and in the center is a card of lathing hatchets. There are squares held together with wrenches and kept upright by the use of an 18-inch scale. On either side of the squares is a display of auger bits set up in 'Fly Killer' display stands, with planes, vises, oilers, and adzes grouped around. Then comes a step 5 feet long, 10 inches high and 2 feet back to front (two gun cases side by side), against

which rest an assortment of plasterer's trowels and mitre rods. On top of the step is a row of cement jointers, edgers, corner and step tools, cutters, etc.,



with a 'Cement Tool' sign suspended directly above them. On either side of the cement tools is a mitre box and saw.

"On the floor, filling up the space each side of the

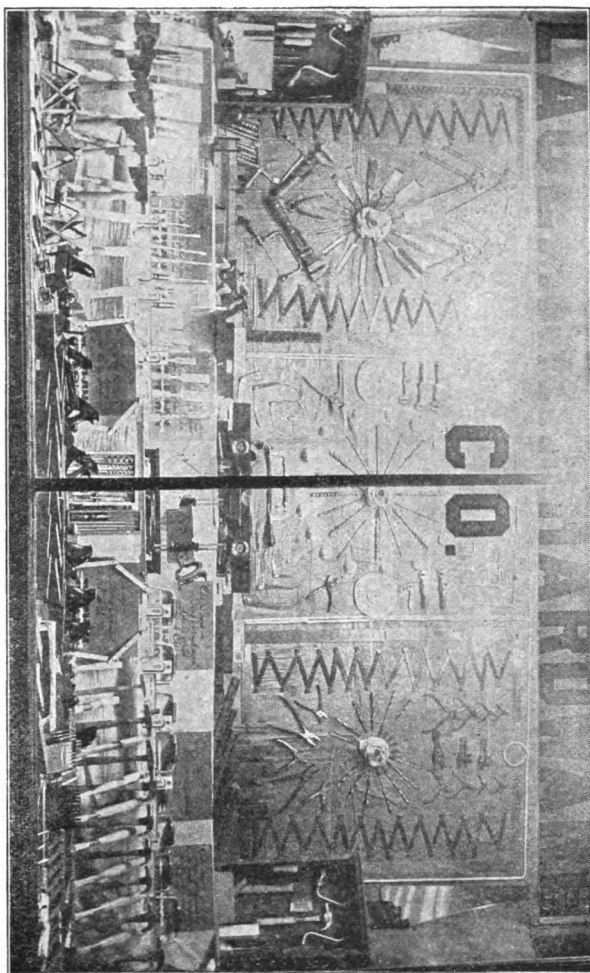
step, is a boy's tool chest. At the back of the window is a paneled oak suit case tool chest. An electrically illuminated Aitkins' saw sign is on one side of this chest, and a similar paint sign on the other side. On the left hand side is a row of cases of auger bits, with zinc and copper oilers in front. On the right hand side, facing towards the lobby, is an assortment of molders' and machinists' tools, each named, priced, and numbered. A machinists' tool chest in the rear left corner balances a tool sign in the opposite corner and completes the display.

"I am afraid the photograph gives the floor of the window rather a crowded appearance, but it is trimmed for the benefit of persons looking in from outside. The bottom of the window being only 18 inches above the sidewalk, everything is distinctly visible to a person standing near it from the outside.

"In the display I have taken care to plainly mark every article with a black lettered white card, and have put in as large an assortment as possible so as to catch the eye of every mechanic; also, as much as possible I have displayed everything 'right handed.' By 'right handed' I mean placing each tool in a natural position to pick up, which always adds so much to the selling power of a display. I find that I have omitted to mention the fact that plumb bobs were suspended from the ceiling."

A GOOD DISPLAY OF CARPENTERS' TOOLS.

A window display of hardware which was designed by E. J. Bracht with the Lagemann Hardware Company, Quincy, Ill., received Honorable Mention from the judges of THE AMERICAN ARTISAN'S Hard-

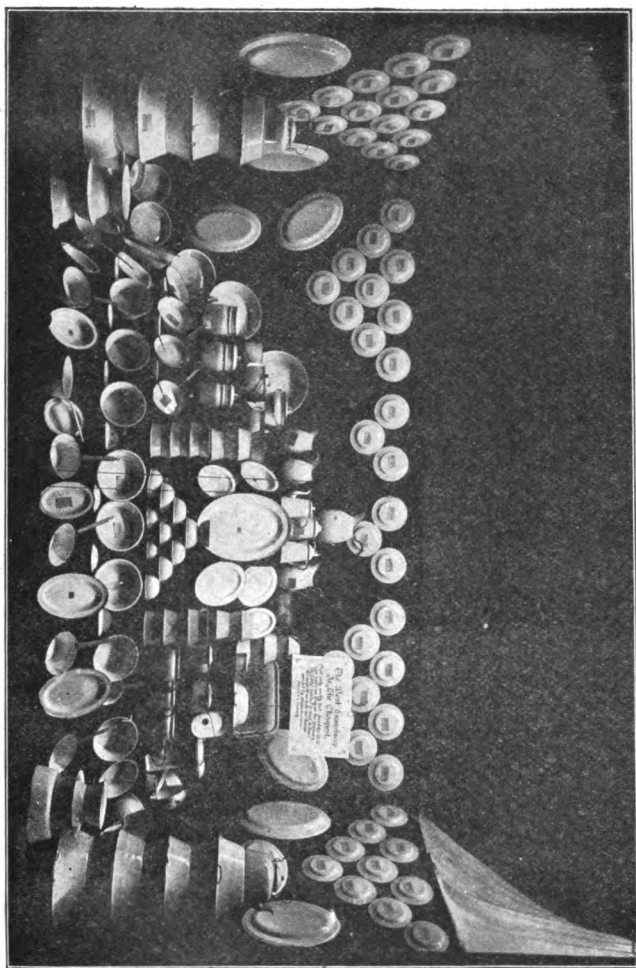


ware Window Display Competition. This display was simply but neatly arranged, and was made up almost entirely of carpenters' tools. The color scheme was a rather dark green and a dainty pink, the pink being used sparingly. Three electric lights in the back-ground were each in the center of a small rosette of pink, while the back-ground itself was of green bunting. The use of steps made it possible to display a large variety of goods. Mr. Bracht stated that this window attracted the attention of many pedestrians and resulted in the sale of many tools.

AN EFFECTIVE GRANITE WARE DISPLAY.

An effective display of granite ware, which was entered in THE AMERICAN ARTISAN'S recent Hardware Window Display Competition by Max J. Elliott, with the Gray & Dudley Hardware Co., Nashville, Tenn., received Honorable Mention from the judges of the contest. As will be seen from the illustration simplicity marked the get-up of the display.

The back wall was covered with black cotton flannel, also the ends. A semi-circular pyramid in step style was made by the arrangement of empty shell cases, to the height of six feet. The pyramid was draped over in red, and the white graniteware displayed thereon. The floor was also puffed in red. The bottom front edge of the pyramid came within eight inches of the glass, in the center. The base at the back wall measured twelve feet in length, gradually rising in steps to six feet at the highest point in the center. On the back and end walls, which were black, was shown an attractive arrangement of white



plates, platters, etc. The combination of black, red and white was very effective, and produced quite a large number of sales.

AN ATTRACTIVE ARRANGEMENT OF TOOLS:

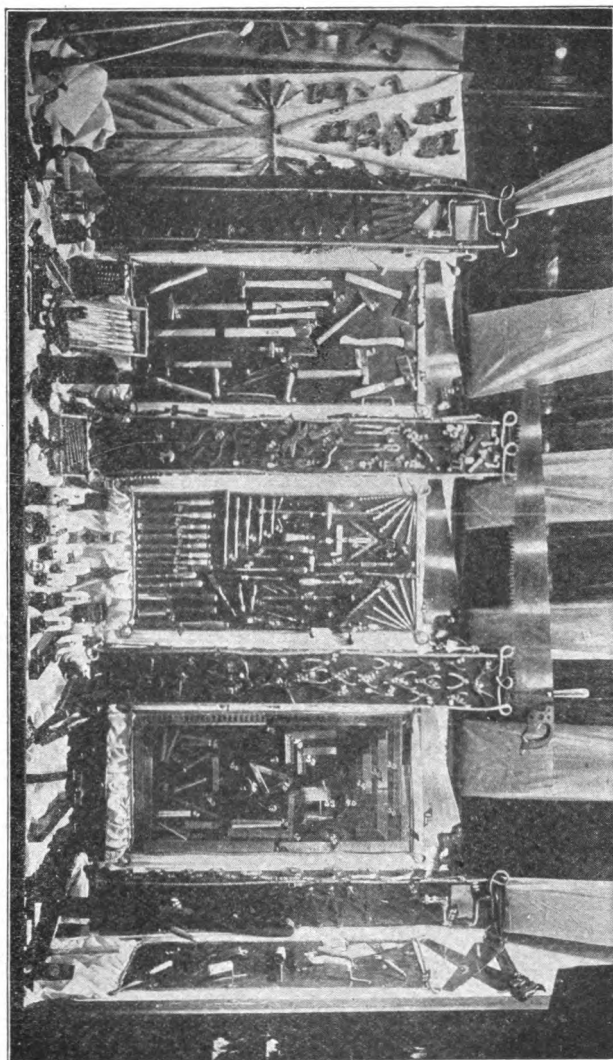
The judges of THE AMERICAN ARTISAN'S recent Hardware Window Display Competition made Honorable Mention of the exhibit submitted by B. G. Moseley with the Bailey-Downing Hardware Company, Mason City, Iowa, and shown in the accompanying illustration. Mr. Moseley's description of this display is as follows:

"This picture represents our spring tool display. The color scheme is red and white—red flannel and white cheese cloth with $\frac{3}{8}$ -inch manila rope tacked around the edges of the panels and corners of the square columns.

"The size of this window is 12 feet wide and $6\frac{1}{2}$ feet high, and the background, which is false, sets 3 feet from the glass. The columns or posts are 10 inches wide and 6 inches deep and set, of course, against the wall. The panels between the posts are $4\frac{1}{2}$ feet by $2\frac{1}{2}$ feet.

"Tools, as are shown in the picture, are displayed in the panels and on the columns, both front and sides. Planes, levels, saw clamps, mitre boxes, door jacks, bits and chisels are displayed on the floor, and every tool in the window is priced with black card board and white lettering.

"The sales on the tools from this window the first day after it was shown paid for the time and expense put on it. It attracted the attention of every passer-



by, and whether interested in tools or not they couldn't help looking at the display.

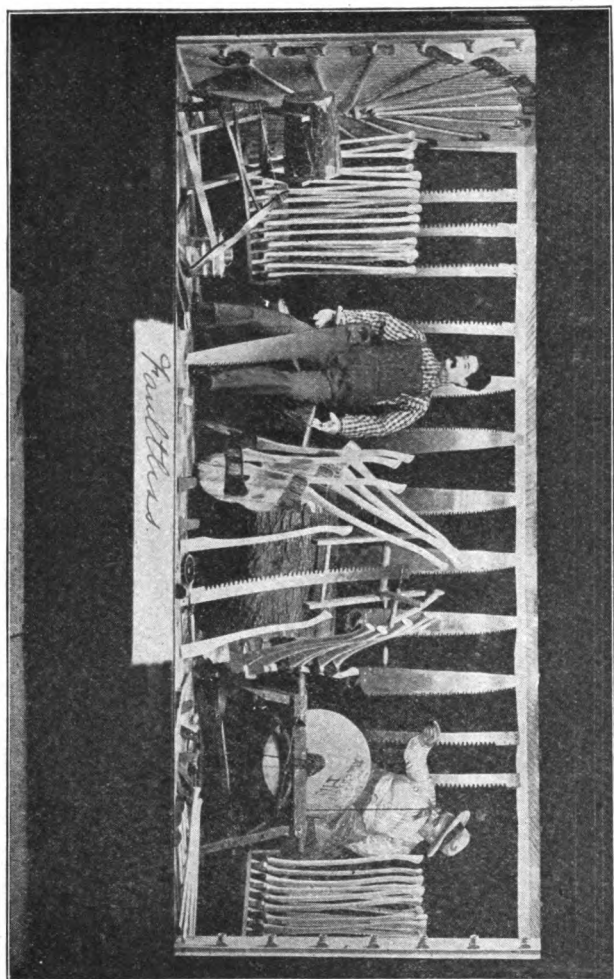
"Entrance was made to this window through a small section at the left of the display which was left loose. It was lighted with a row of 16-candlepower globes across the top of the window above the display."

A WINDOW DISPLAY WHICH PROVED TO BE PROFITABLE.

The display entered in THE AMERICAN ARTISAN'S 1909 Hardware Window Display Competition by Ed. McNamara, with McGuire Brothers, Rockford, Ill., received Honorable Mention from the judges of the contest. It is reproduced herewith.

The window was 14 feet long, 6 feet wide, and 6 feet high, and was made up of saws, axes, axe handles, wedges, beetle rings, a grind stone, and other articles used by wood choppers. A dummy seated on one of the logs played a good part. The background was of black cloth.

The feature of the advertising was a guessing contest on the weight of the large log in the center of the display. A card placed in the window (but which by mistake had been taken out and thus is not photographed) read, "The Person who Guesses the Nearest to the Correct Weight of this Log Shall Receive any Axe in the Window Free." The guessing contest lasted two weeks and in that time there were 447 names registered, showing that there had been that many people in the store. The names and weights were registered in a book kept in a handy place in

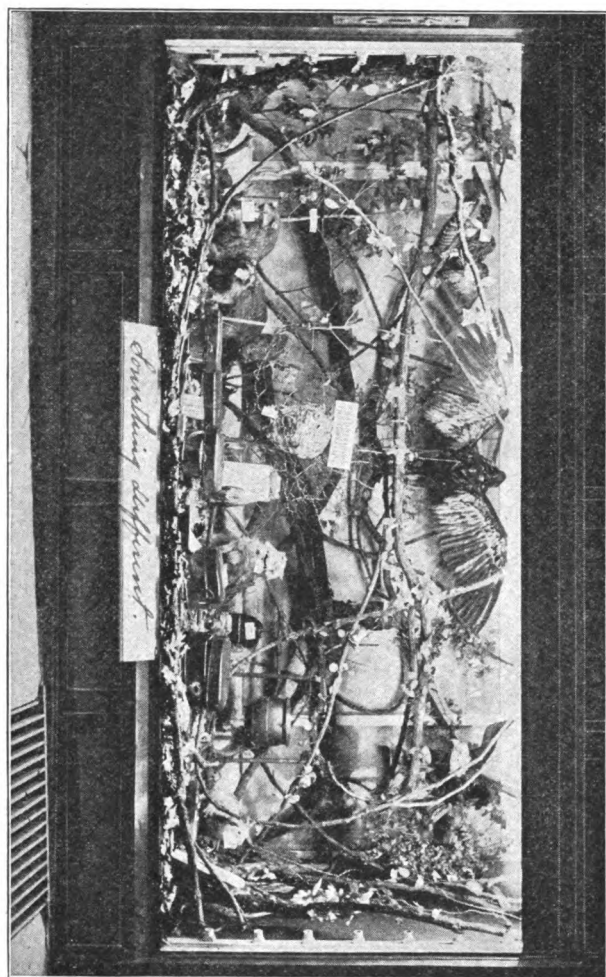


the store. Of all the names received about one-half were strangers, but Mr. McNamara says that a great many of them are customers of the store now, as a result of this contest. The contest not only made a "hit" but it was interesting to look over the list of weights registered. The axe was won by a lady who guessed the weight correctly, which was 756 pounds, the other guesses running from 190 to 2,500 pounds.

A THANKSGIVING WINDOW DISPLAY WHICH BROUGHT MANY COMPLIMENTS AND SALES.

A Thanksgiving window display that was entered in THE AMERICAN ARTISAN'S recent Hardware Window Display Competition, by Ed. McNamara with McGuire Bros., Rockford, Ill., was given honorable mention by the judges of the contest. It is reproduced herewith.

The window was 14 feet long, 6 feet wide, and 6 feet high, and was lighted from the sides and top with electric lights. The goods displayed were carving sets, roasters, baking pans, nickel-plated tea kettles, tea pots, coffee pots, and such articles as are in demand at Thanksgiving time. The bottom of the window was covered with dry leaves, and hung from the ceiling and throughout the entire window were a great variety of wild grape vines, limbs, and foliage, which gave the window a woodland effect. A few stuffed animals such as raccoons, foxes, skunks, and such birds as eagles, hawks, owls and others, were borrowed for the display, and placed where they would be best noticed. On several of them were



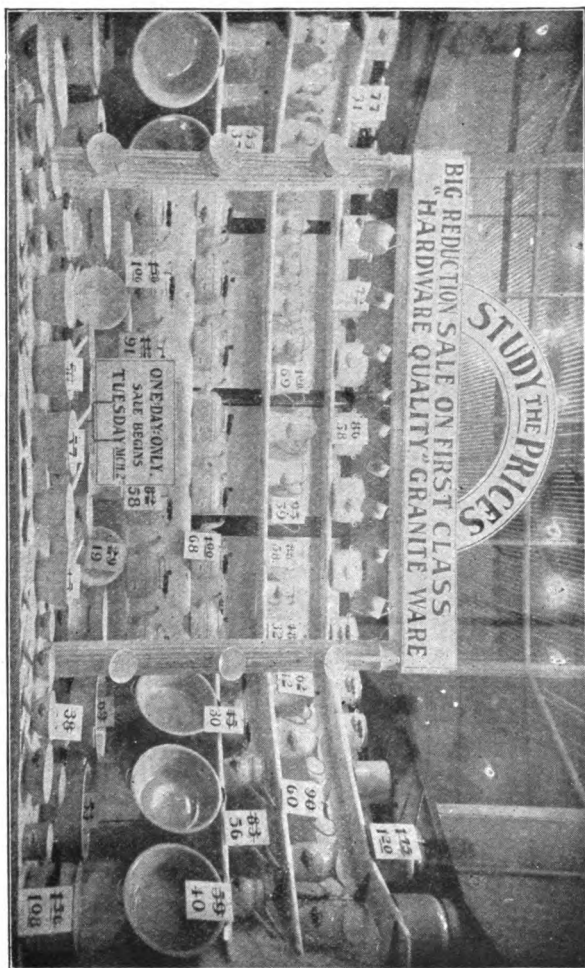
placed small show cards bearing such phrases as, "I smell Turkey;" "Chicken for mine;" "Send me up a Roaster;" "Leave it to me," and other such sayings. In the center was placed a large hornet's nest bearing the word, "Stung." This with a camping kettle, with its artificial fire, made a good impression.

AN ARTISTIC ARRANGEMENT OF ENAMELED WARE IN A HARDWARE STORE WINDOW.

The judges of THE AMERICAN ARTISAN'S recent Hardware Window Display Competition, made Honorable Mention of the exhibit submitted by Adolph G. Droegkamp, with the John Droegkamp Co., 1515 Fond du Lac Avenue, Milwaukee, Wis. The display which was entered under the name "Hardware Quality," consisted of but one line of goods, namely, blue and white enameled ware, designated as "Hardware Quality Granite Ware," so that the public would not confuse it with the cheaper grades of granite ware sold in some places.

To stimulate business the company offered their best grade of blue and white enameled ware at the exact cost price for "one day only." The price tickets showed their regular selling prices, at the top, and the "reduced sale prices" directly beneath. This was said to be the most successful granite ware sale in the history of the company's business, and it stimulated trade in all the other branches of their business as well.

The background of the window was covered with



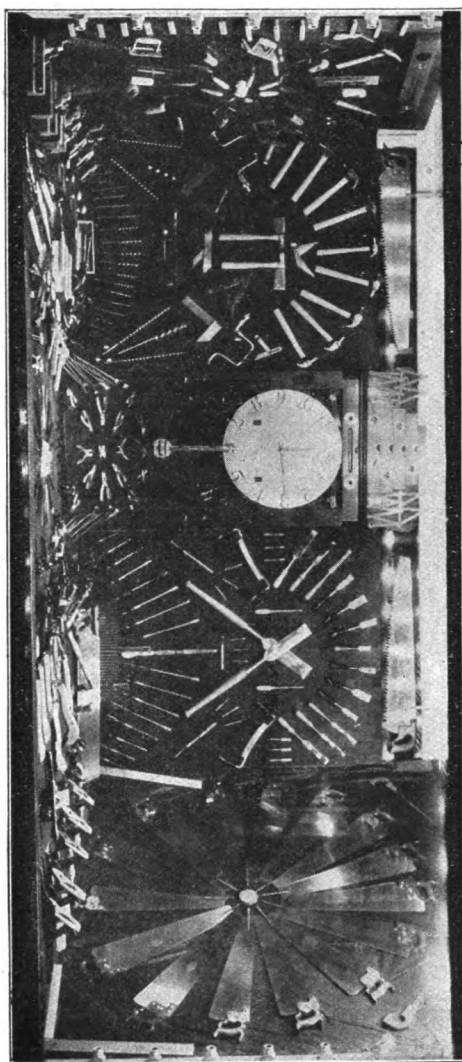
ordinary white paper, and three shelves on movable brackets were fitted along the entire length. The floor was also covered with white paper, and one or two steps were placed at the back. It was a very plain window but looked quite attractive, and crowds of people could be seen at all times of the day studying the prices quoted.

A GOOD ARRANGEMENT OF TOOLS IN A HARDWARE STORE WINDOW.

Ed. McNamara, with McGuire Brothers, Rockford, Ill., entered an exhibit in THE AMERICAN ARTISAN'S recent Hardware Window Display Competition which was given Honorable Mention by the judges of the contest.

The clock shown in the center of the background was made up of tools mounted on a carpet sweeper display stand, and consisted of levels for frame work, a circle of galvanized iron for the face, two keyhole sawblades for hands, aluminum house numbers for figures, two plumb bobs suspended by brass chains for weights, small pocket levels fastened to a thin narrow board for the pendulum, and two zig-zag rulers for scroll work on top.

The other tools shown in the background were mounted on boards which were covered with black cloth. The ends and bottom of the window were also covered with black cloth, and such tools displayed as screw-drivers, chisels, saws, hammers, bits, planes, pliers, mason's tools, and many others.

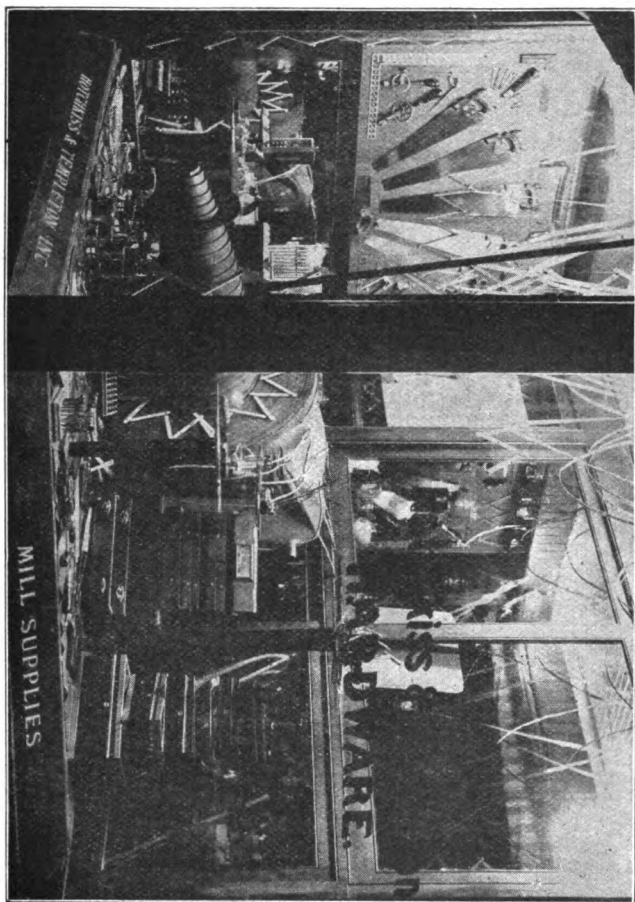


AN ATTRACTIVE DISPLAY OF MISCELLANEOUS GOODS.

The judges of THE AMERICAN ARTISAN'S recent Hardware Window Display Competition spoke very highly of the exhibit entered by J. H. Asselin with Hotchkiss & Templeton, Waterbury, Conn., and which is reproduced herewith. The window was filled with miscellaneous goods, half of the floor being covered with carpenter's tools and the other half with machinist's tools nicely arranged. There were six pedestals of different heights provided with glass shelves upon which tools were displayed. Tool chests were placed at the back of the window while zig-zag rules and tape measures were suspended from the ceiling. The chief feature of the window was the "beltoscope"—a roll of belting 5 inches wide, the center of which was pulled out to the front of the window against the glass. At the rear an electric motor ran a canvas belt 10 inches wide, with 15 signs painted on same and which could be read from the street. This display is said to have been the means of materially increasing the business of Hotchkiss & Templeton.

AN EFFECTIVE DISPLAY OF TOOLS.

A window display made by Albert Dines, with Wm. Henry & Co., Fort Worth, Tex., which was entered in THE AMERICAN ARTISAN'S hardware window display competition, was spoken of very favorably by the judges of the contest. Black was the predominating color scheme of the window. As will be seen from the

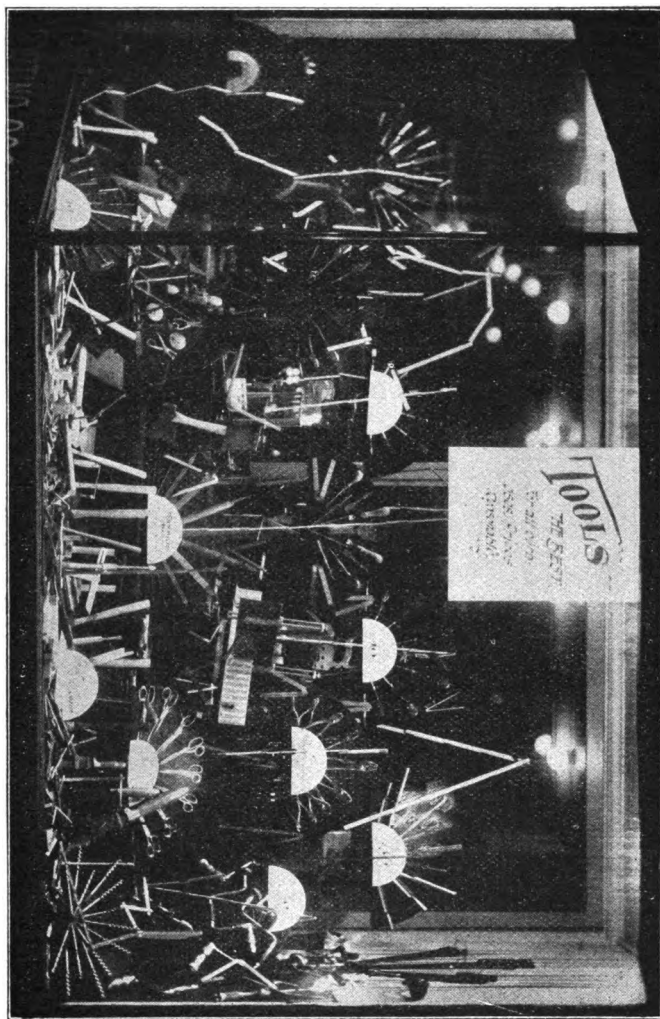


illustration, most of the tools displayed were arranged in the form of half-circles supported by uprights of various heights and arranged in rows. There were five stands in the front row, four in the second and five in the back row. A separate stand was used for each line of goods, the prices of which were neatly printed on semi-circular cards. The black was relieved by the presence of white and yellow folding rules in the window. According to Wm. Henry & Co., the window proved to be an immense success, the actual cost of the display not exceeding \$6.00.

A CHURCH ORGAN BUILT OF HARDWARE.

Among the window displays of hardware entered in THE AMERICAN ARTISAN'S Hardware Window Display Competition which received Honorable Mention from the judges of the contest, was one submitted by J. Blaine Towne, with the Towne Hardware Company, 430-432 Broadway, Saratoga Springs, N. Y.

As illustrated, on page 148, it represented a church organ constructed from hardware. Everything used was merchandise sold in the company's store. For the outline 13 lengths of pipe and 16 elbows were used. Between the upright pillars was placed a warming oven taken from a steel range and which formed the key-board cabinet. The keys were represented by black and white handled knives arranged in order. Long adze handles and dark colored hammer handles formed the pedals. The seat of the organ consisted of a pair of andirons with a bathtub seat fastened across the tops. The panels were filled in with different kinds of cutlery and silverware. The mirror was a nickel-plated bread tray. In front of the organ mer-



chandise was arranged so as to display it to the best advantage.

This display proved to be such a drawing card that



the company just about doubled their business on fancy goods while it was exhibited. It was so popular with church people that the company were asked to put the window in again.

A "TUB CLOCK" WINDOW DISPLAY.

A "Tub Clock" window display which was entered in THE AMERICAN ARTISAN's Hardware Window Display Competition by Max J. Elliott for the Gray & Dudley Hardware Co., Nashville, Tenn., was spoken of very highly by the judges of the contest. Mr. Elliott's description of the display is as follows:

"This is one of the most attractive and effective windows I have ever put up, and inexpensive as well.

"The clocks are made on the bottom of galvanized iron tubs. There are ten No. 6 tubs and one No. 1. The latter which is in the center is provided with cardboard hands, is equipped with clock works and is running, keeping good time. The other ten have tin tea and table spoons for hands and are stationary, one being set on each hour, in order to carry out the idea suggested on the sign.

"In order to avoid injuring the tubs, the dials are made on white glazed paper and pasted on the tub; the spoons are tacked on a small block of wood and this glued on. In this way I avoided punching a hole in the tubs. However, it was necessary to punch holes in the one which is running, but this isn't much loss.

"The back walls are covered with white Canton flannel and as the photo doesn't show it, I used what might be termed double steps, six feet high, ten inches wide and projecting from the wall toward the glass, thirty-eight inches. There are four of these, each containing four steps back to the center and leading up, and the same coming down. The most unique feature of this display is that by reversing these steps and put-

ting them together in various ways, I am enabled to arrange three or four different displays with these same four fixtures. They are covered with red Canton flannel, the combination of white and red giving good effect.

"The top is flat and projects out thirty inches from the back wall. The tubs or 'clocks' are arranged near the edge on this top. Between each tub is a scrub brush which doesn't show plainly in the photo.

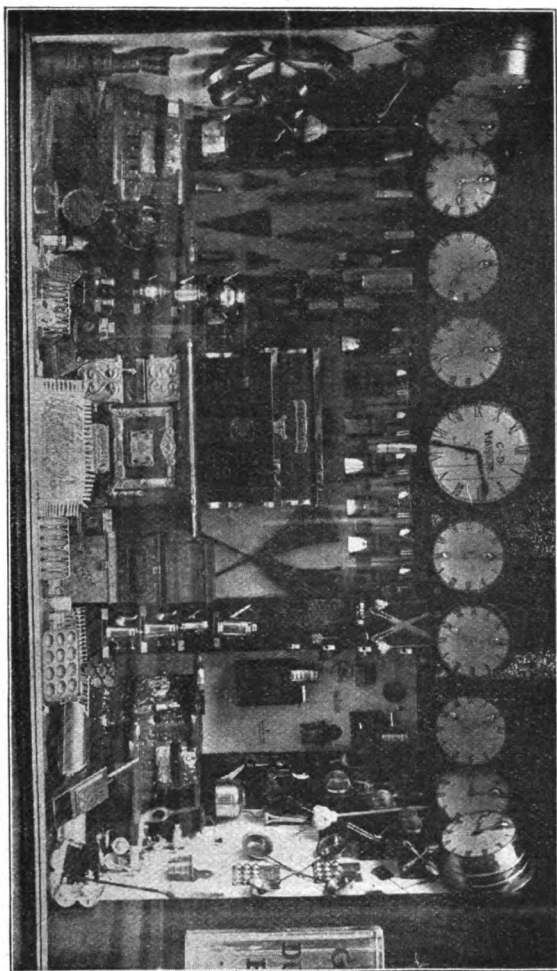
"The floor is covered with red, and the entire window is composed of kitchen furnishings, care being taken to show something useful for every hour in the day."

"I desire to call special attention to the words on the dial of the center clock (which is running) 'G. and D. Washington Time', 'Washington being the brand of the Gray and Dudley Hardware Co'.

"The sign near the glass failed to photograph well, owing to the smaller letters used on some parts of it. The border or frame around the sign is made of clothes pins. This, too, is quite a novelty.

"This window attracted more attention, caused more comment and sold more goods than any window I have ever made of kitchen furnishings. The pavement is badly reflected under the left hand bottom stove. This photo was taken by early morning light, 4:30 a. m. Note the clock ran down and stopped at 2:30 a. m. It was necessary to wind and set it every morning. It would keep perfect time for about twelve hours. It was easily reached by stepping on top of the ranges and winding from the front without reversing or disturbing the arrangement of the tubs at all.

"It required about two days' work on the outside



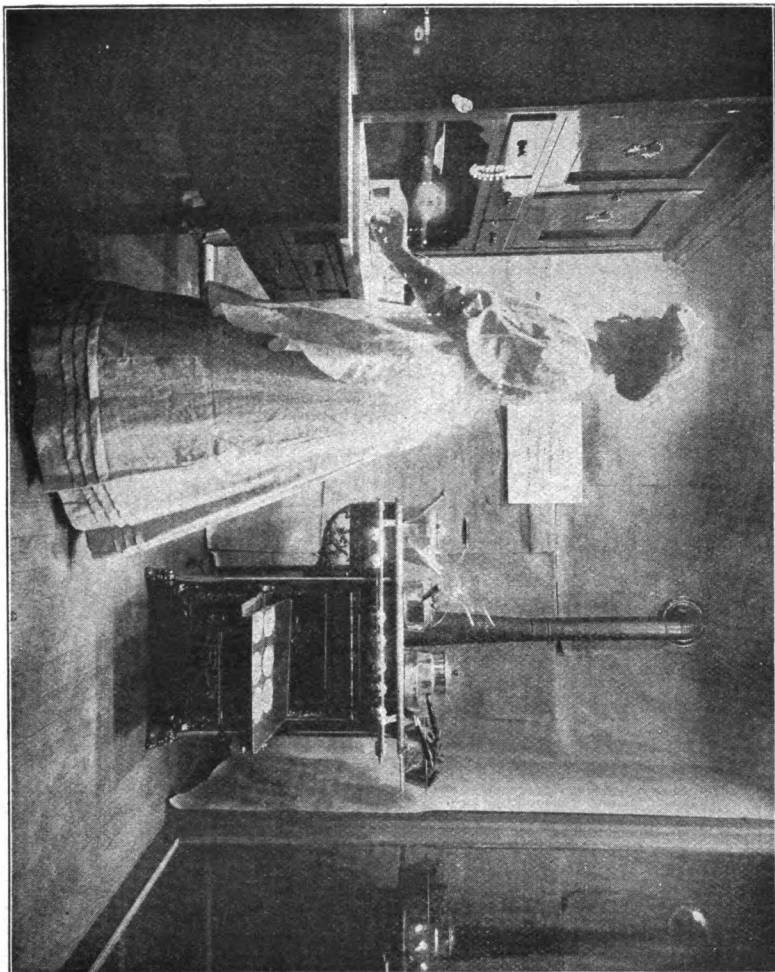
making clock dials and steps. The window was only covered about six hours, putting same up and placing the goods. The height from top of center tub to the floor is eleven and one-half feet. The window is twelve feet in length by five and a half wide."

TWO ATTRACTIVE WINDOW DISPLAYS OF THE HANLIN HARDWARE CO., HUTCHINSON, KANS.

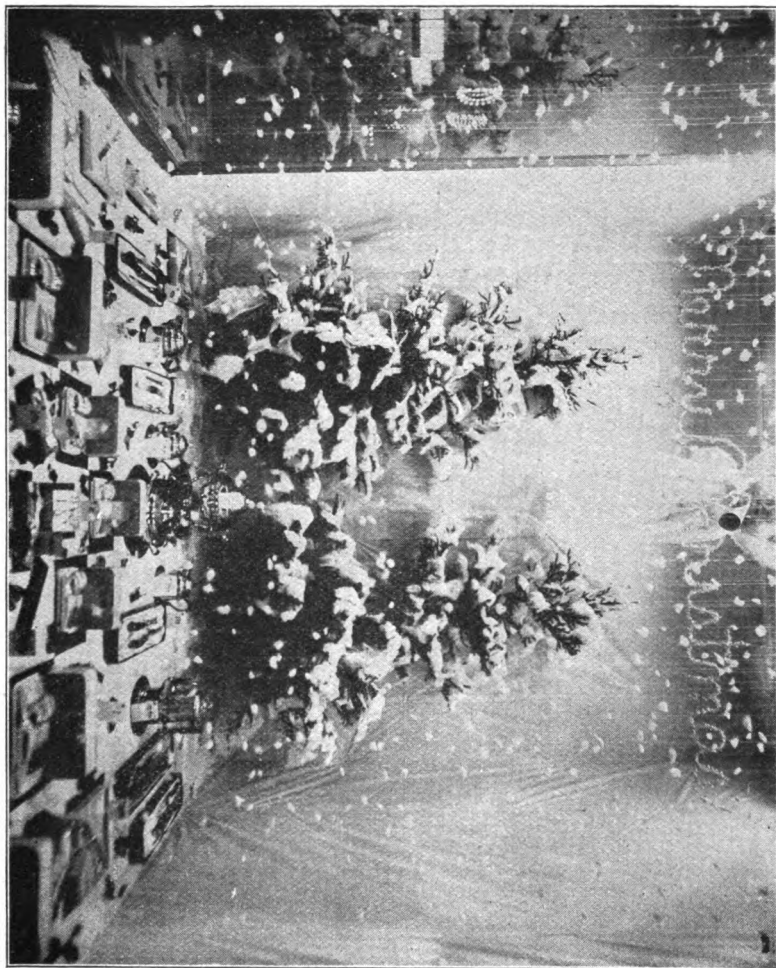
The Hanlin Hardware Co., Hutchinson, Kansas, submitted two window displays in THE AMERICAN ARTISAN'S Hardware Window Display Competition, which were given Honorable Mention by the judges of the contest. They are shown herewith. Both were designed and dressed by Mrs. J. F. Hanlin, wife of the proprietor of the store.

The first illustration shows a Thanksgiving window, that was arranged as much like a kitchen as possible. A kitchen cabinet was placed on the left side, and a gas range at the right of the back and connected up to flue. On the kitchen cabinet were placed a pan filled with red apples, a loaf of bread, some celery and a pie. On the range were placed a tea kettle, a boiler, a skillet, a stew kettle full of cranberries and a pan filled with doughnuts. Aluminum cooking utensils were used. In the oven was placed an enameled roaster and on the oven door a pan of cookies. The lady is shown rolling real dough. A card placed at the back gave the price of roasters. Wall paper was used on all walls surrounding the display.

A window display of holiday goods is shown in the



second illustration. The background and sides of this window were covered with white bunting. The floor was covered with a thin layer of white cotton sprinkled with diamond dust. Bits of holly with the red berries were scattered over this promiscuously to give it a touch of color. On the floor were arranged choice samples of silverware in satin-lined boxes, carving sets and nickeled ware. The articles were placed on black cardboard so as to have a margin of about one inch. This formed a contrast which made it quite attractive. These were placed zig-zag with each other, which made a very nice arrangement. Small white price-cards with black figures were placed with each article. The top was covered with white bunting. Falling snow was made by taking pinches of cotton the size of a snow flake and stringing same on No. 100 white cotton thread. These were placed about six inches apart on the threads, and the threads were about six inches apart, extending from ceiling to floor over the entire window. Two evergreens draped with white cotton were placed at the back. Above these, suspended by an invisible wire, was a large doll with yellow hair to represent an angel. The doll had wings and the dress was made of white tarlatan, the wings being edged with silver tinsel. A tinsel star was placed on the forehead and she was heralding a "Merry Christmas" greeting. This was done by means of stovepipe and wire, the former being covered with tinsel. In the photo the threads show very plainly, while, it is said, they were almost invisible in the window. The cotton snow flakes also seem to bunch together in the photo, which was not the case in the window. The window is credited with having made many direct sales.



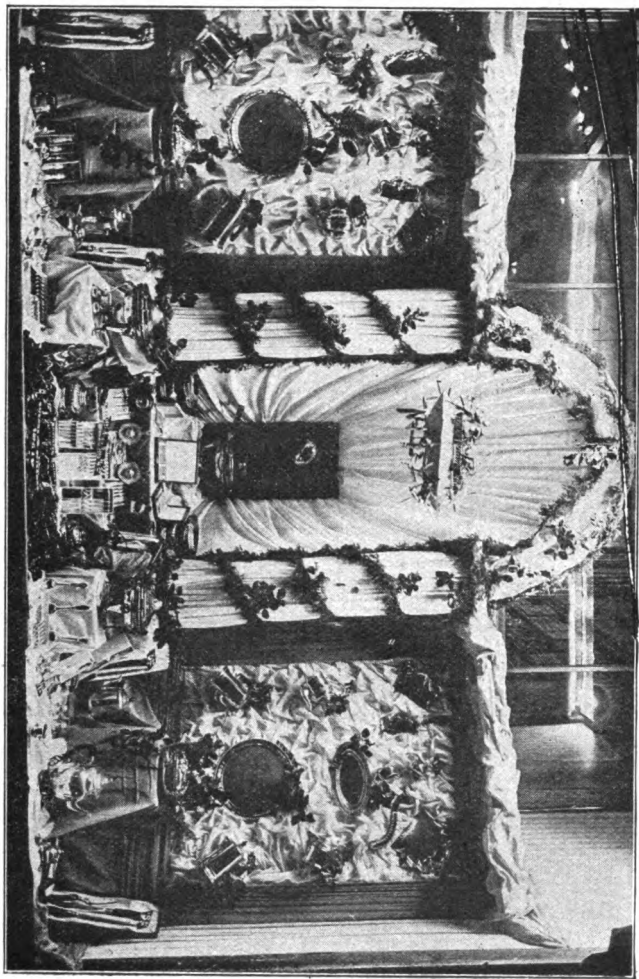
A CHRISTMAS DISPLAY THAT WAS A TRADE WINNER.

Honorable Mention was made by the judges of THE AMERICAN ARTISAN'S Hardware Window Display Competition of the window display of hardware entered by B. G. Moseley, with the Bailey-Downing Hardware Co., Mason City, Iowa. The exhibit is thus described by Mr. Moseley:

"The picture shown here was our 'trade winner' during the week or ten days before Christmas. The color scheme used was white trimmed with green. Cheese cloth was used in both colors and was puffed on.

"The frame work was a false background of two sections for either side, 6 feet high by $4\frac{1}{2}$ feet wide, the center section of two columns going up on either side with archway over the top, and with the cloth brought down to a small door in the center and at the rear of the arch or center section. We entered the window through this door and could reach from the door to almost any part of the window without getting inside of the display.

"On the inside of the door was written 'A Merry Christmas' in gilt letters. This, however, doesn't show in the picture. Nickel-plated ware and silver ware were displayed on the background, while razors, shears, silver ware, cutlery, etc., were displayed in the foreground. A torpedo-shaped soft wood block, gold finished, suspended from the ceiling with brass chain, contained several dozen pocket knives. We tried to price every article in the window and lots



of sales were made that we could trace directly to the display.

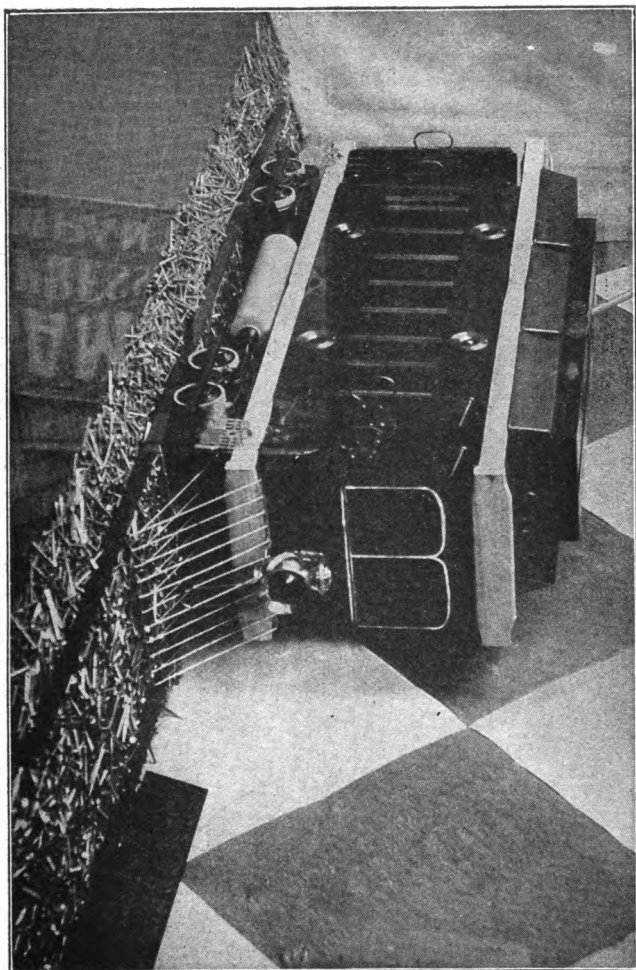
"It was the prettiest as well as one of the most profitable displays that we ever had and was talked of all over town. The size of this window is 12 feet wide, 6½ feet high, and the background proper sets about 3 feet from the glass and is lighted with a row of 16-candlepower globes at the top above the display."

A TROLLEY CAR IN A HARDWARE STORE WINDOW.

A unique window display of hardware in the form of a trolley car, which was entered in THE AMERICAN ARTISAN'S Hardware Window Display Competition by Elmer Baker with L. W. Gunby Co., Salisbury, Md., received Honorable Mention from the judges of the contest.

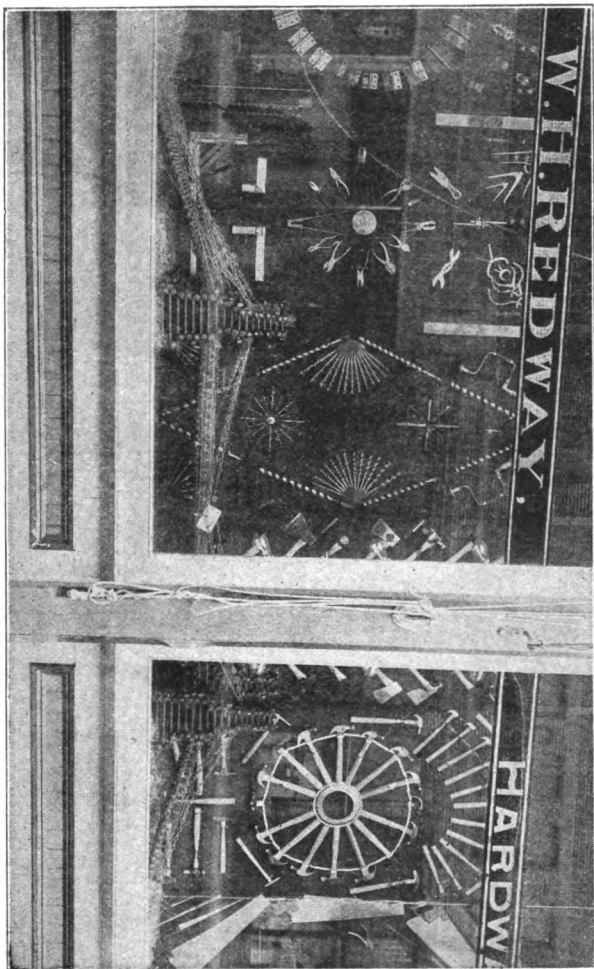
The road bed was made of nails, and the rails of ¾-inch-square iron. Bissell Carpet Sweepers were used for the two trucks, and a rolling pin for the compressed air tank. The body of the car consisted of carpenters' levels and bread pans, the window spaces being designated by 2-foot folding rules. The platform gates and railing were formed of 3-foot rules, partly opened. The fender was made of a wire broiler, the trolley arm of a gun-cleaning rod, and the steps of soap dishes.

Whatever you do, don't let your windows get stale. Change them at least once a week—oftener if you can. Be particular about this. Even in your busy season you can find the time to change them—if you will.



A WINDOW DISPLAY WHICH SOLD MANY TOOLS.

Honorable Mention was made by the judges of THE AMERICAN ARTISAN'S Hardware Window Display Competition of the exhibit entered by W. S. Moxey for the W. H. Redway Co., Caldwell, Idaho. The bridge shown in the illustration, and which stood in the foreground of the window, was made up of 518 bolts of various sizes; the cables were made of German coil chain; the railing of galvanized wire. On looking closely at the illustration it will be observed that one of the piers is somewhat out of line. This was caused by Mr. Moxey's curiosity to see if the bridge would support his weight after it was completed, which caused some of the bolts to roll, as they were not tied in any manner. The banks on either side of the "river" were made of excelsior dyed green, and the space between the piers was strewn with bright nails to represent water. The back-ground was made up of six boards covered with red felt cloth and the aim was to have only a certain line of tools on each board, as the illustration will show. The board containing the saws is only partly shown, and the post in the building obstructs the view of the board containing the hatchets. Mr. Moxey states that the only reason for putting in the bridge was to catch the eye of passers-by, which it did to such an extent that there was always a crowd of spectators around the window. The W. H. Redway Co. found that their sales on tools increased materially; in fact they sold every hammer that they had in stock, and they were obliged to take out the dis-

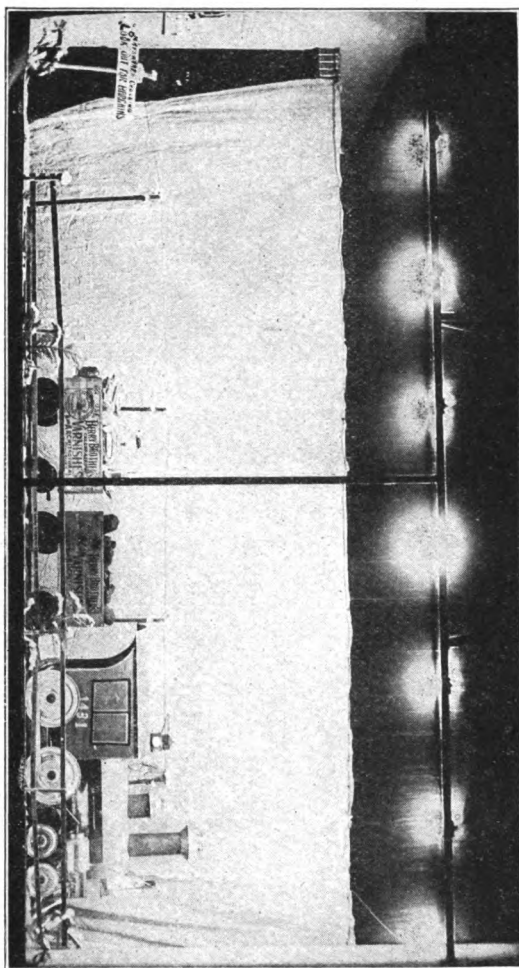


play before they succeeded in getting another shipment.

A RAILWAY TRAIN BUILT OF HARDWARE.

The judges of THE AMERICAN ARTISAN'S Hardware Window Display Competition made Honorable Mention of the display entered by the Geo. H. Strang Hardware Co. of Richland Center, Wis. The exhibit was a railway train constructed of hardware and designated by them, the "Hardware Special." Cotton batting was used for grading, and axe handles were laid for ties, to which were spiked steel hay carrier track rails. The right of way was protected with a fence with posts composed of hammers and boards of yardsticks. A grade crossing sign warned teamsters to "look out." A telegraph line was constructed with mop stick poles and copper line wire. To the engine was attached a tender filled with coal and a car loaded with nickel-plated wire. The engine boiler was a 30-gallon milk can mounted upon trucks of dripping pans and wheels of kettle covers. The cylinders of two-quart milk cans were connected to the drivers with car bits and Disston key-hole saw blades. Levels were used for running boards. The whistle was a granite double boiler. A joint of stove pipe and two milk strainers formed the smoke-stack. The steam chest was constructed of a basin and chimney thimbles, behind which a school hand bell was placed. A dash lantern with an electric light made a good head-light. The cow catcher was constructed of mixing spoons, butcher knives, etc. Soap dishes were used for steps to the engine cab.

The display looked as well from the store as from

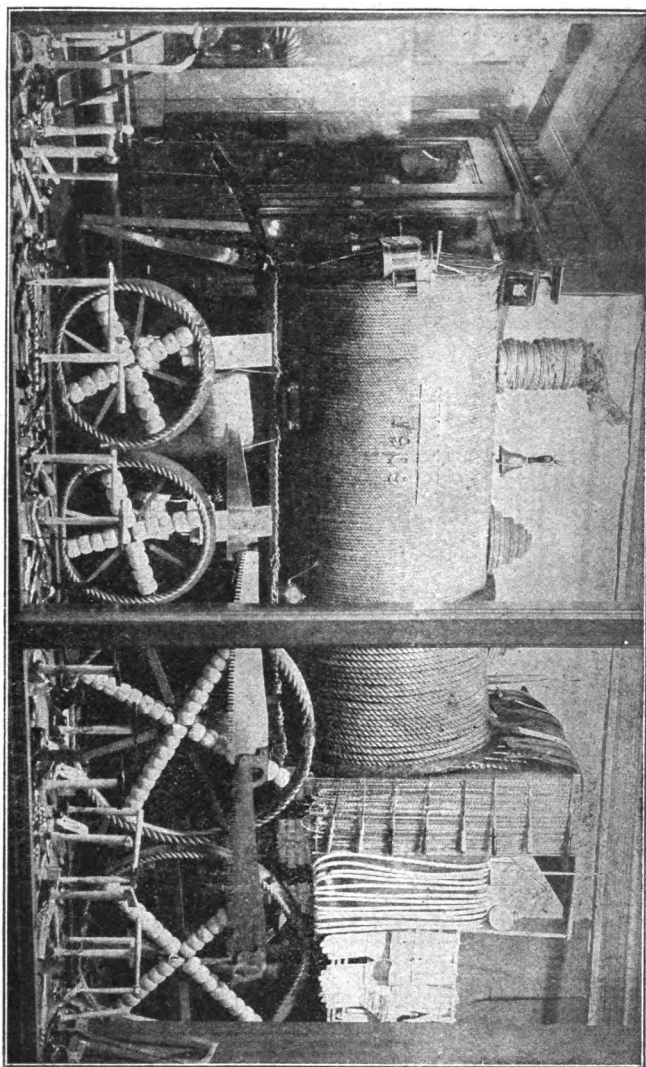


the street, and the background was merely put up to aid in obtaining a photograph. The Geo. H. Strang Hardware Co. stated that many buyers were attracted to their store by this window and that they were more than repaid for the trouble in designing the display.

A LOCOMOTIVE BUILT OF HARDWARE.

A window display of hardware in the form of a locomotive, designed by Carl Heinz for the Swank Hardware Co., Johnstown, Pa., is here shown. This window attracted a great deal of attention and was the means of materially increasing the business of the company. The boiler was made of rope, the front being formed of rules, and in the center of the rules the number of the year, 1910, was placed. Blow torches were used for the two side lights, while a scale was used for the head light. A wire clothes line was used for the smoke stack. The boiler cover was constructed of emery stones. A beer spigot was used for the whistle. The engine cab was constructed of white chain from which hung chisels, rubber hose, oil cans, alarm clocks, etc. Two buck saws formed the cow catcher. Wagon rims formed the wheels of the engine, files being used for the spokes. Saws were used for the shaft while the cylinder was merely a ball of rope. Masons' trowels made up the oil boxes. Levels were used for the rails. On the side of the locomotive was the Swank name, and the year 1909.

In arranging your display, bear in mind that you are doing it to sell goods. A "pretty" display is all very well, but mere prettiness won't help you to dispose of your stock.

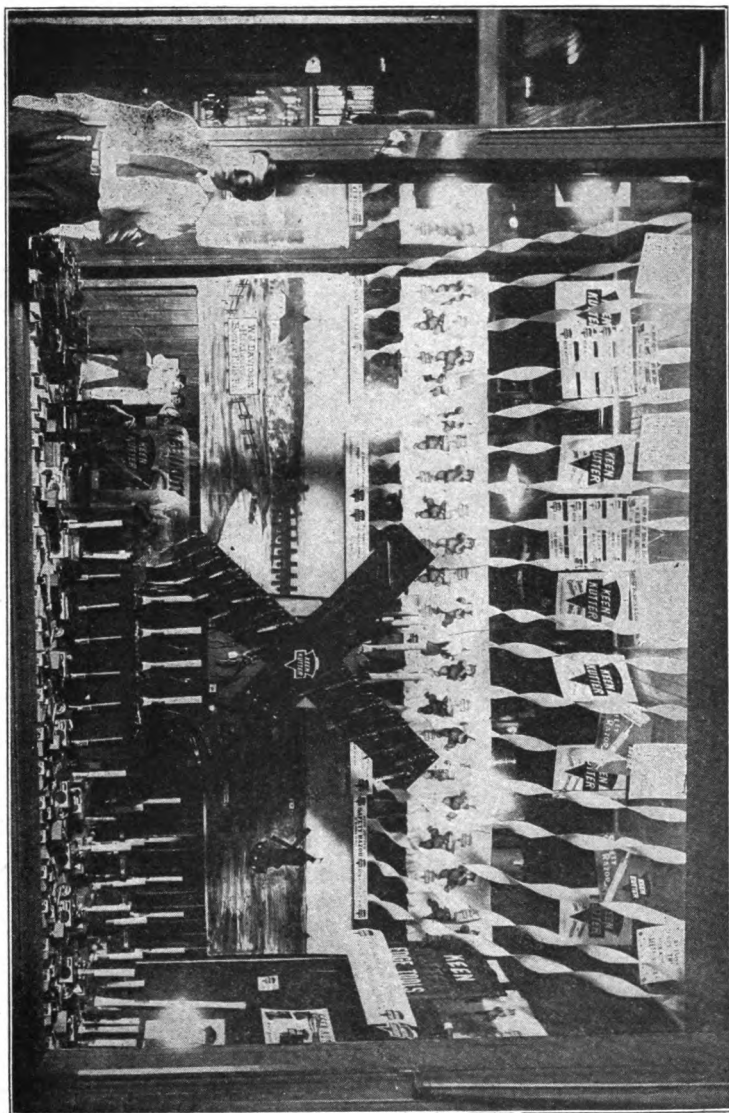


AN ARTISTIC DISPLAY OF "KEEN KUTTER" GOODS.

M. C. Clement, with the W. J. Davidson Hardware Store, 1224-1226 Seventh Avenue, Beaver Falls, Pa., submitted a window trim in THE AMERICAN ARTISAN'S Hardware Window Display Competition which was spoken of very highly by the judges of the contest.

The top of the window was painted white and from this were hung all kinds of "Keen Kutter" signs. From the front of the top of window to the back shelf was twisted light blue crepe paper; along the back of the window, above the shelf, was hung some crepe paper, and along the edge of the shelf were tacked "Keen Kutter" signs. The back of the window, down to the floor, was painted dark green, which made a very attractive appearance.

Along the back of the window a lake shore scene was painted, in all colors, on canvas, which was 40 inches wide and 14 feet long. In the center of the window was a Dutch Wind Wheel, made of 2 boxes for the bottom, on which was placed a barrel; on top of this a granite water pail was placed. The barrel and pail were covered with a dark red crepe paper and the boxes were covered with black cloth. In the center of the barrel a hole was made and a bolt, 6 inches long with a washer, was put in. Two boards 6 feet long, crossing each other in the center and nailed together, made the arms for the mill. The bolt was fastened in the center of the arms to the barrel which held the arms in place. The arms were covered with black cloth, and an assortment of scissors, knives and forks

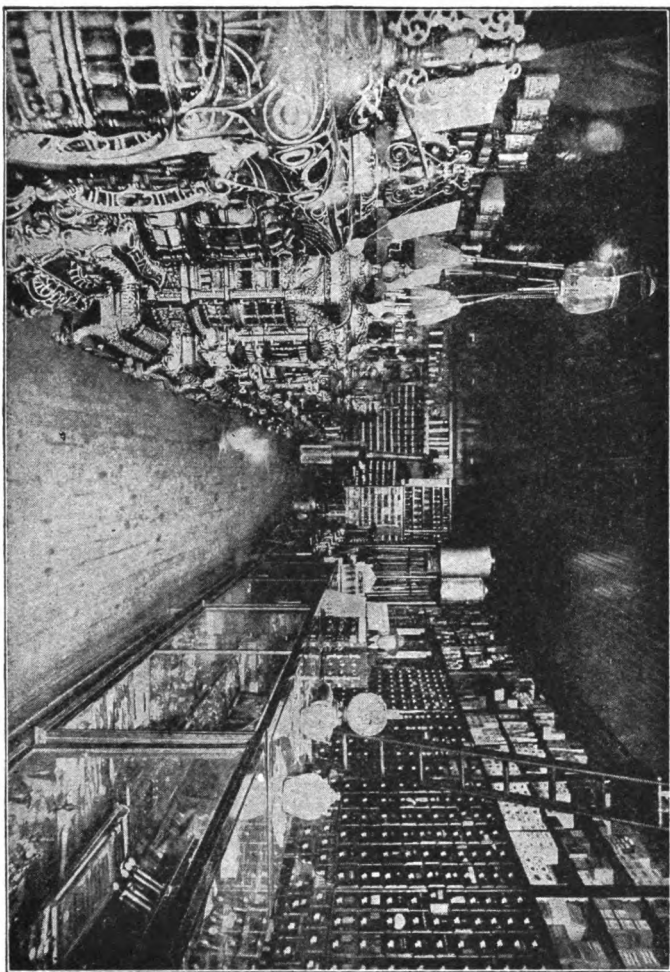


were arranged thereon. To a wire running from the back of the window to the top of the mill to the granite pail, an electric light was attached.

On the rear floor a glass shelf was placed on two lantern globes, and hammers and hatchets were placed in it. At the front of the window on the floor a row of "Keen Kutter" cutlery boxes were placed; a knife was placed on each box; back of this row a row of scissors boxes was arranged, on each of which were placed scissors. A row of hammers was arranged back of this, and behind were displayed a line of carpenters' tools, trowels, etc. In front of the mill, on the barrel and boxes, was arranged a display of saw sets, pliers, revolvers, saws and hammers; at the left back part of the bottom of the window a "Keen Kutter" display board was set, with a display of "Keen Kutter" razors arranged around same.

A MODERN HARDWARE STORE AT BLOOMFIELD, NEBRASKA.

The accompanying illustration shows the hardware and stove department of the "Pioneer Hardware Store" of W. B. Frymire, Bloomfield, Neb., dealer in hardware, stoves, tinware, furnaces, painter's supplies, etc. The business was established in 1888 and has grown to large proportions. The department devoted to hardware and stoves, and shown in the illustration, occupies a space 25x70 feet, it being the main portion of the store. How neatly and compactly the goods are arranged in it can be well imagined from the picture. Mr. Frymire conducts a tinshop in connection with the store.

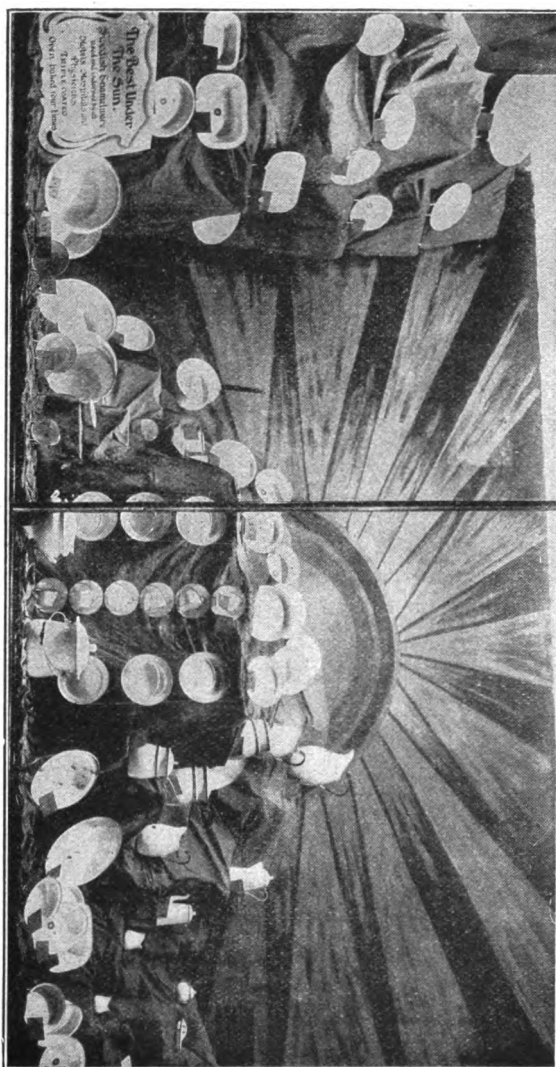


A WINDOW DISPLAY OF WHITE ENAMELED WARE.

A window display of white enameled ware which was entered in THE AMERICAN ARTISAN'S Hardware Window Display Competition by Max J. Elliott, with the Adoue-Blaine Hardware Co., Houston, Tex., was given Honorable Mention by the judges of the contest.

The color scheme of this display, as here illustrated, is generally green; the main "drop" on the back wall is 18 feet in length, and 9 feet 6 inches in height. On this "drop" is painted an immense "sun," showing all of its glowing colors when setting; the main back color, of course, is red, and all the different shades and tones are used to produce the desired effect; the "sun" proper is of golden hue.

The rough, rugged-looking arrangement on which the goods are arranged was used in a former display to represent a mountain scene, and in order to produce a display of this kind without very much additional expense, it was only necessary to paint two large sheets green, and throw over these set pieces; by so doing Mr. Elliott secured an entirely different setting and different color scheme without spoiling the pieces already made and set. The rugged effect in this setting is of an olive green color. The brilliant background proved an ideal arrangement for White Enameled ware, the goods showing up to excellent advantage. The floor was "puffed" with red, and every article bore a price-card, in harmony with the color scheme, the card being red with a small "sun" painted thereon,

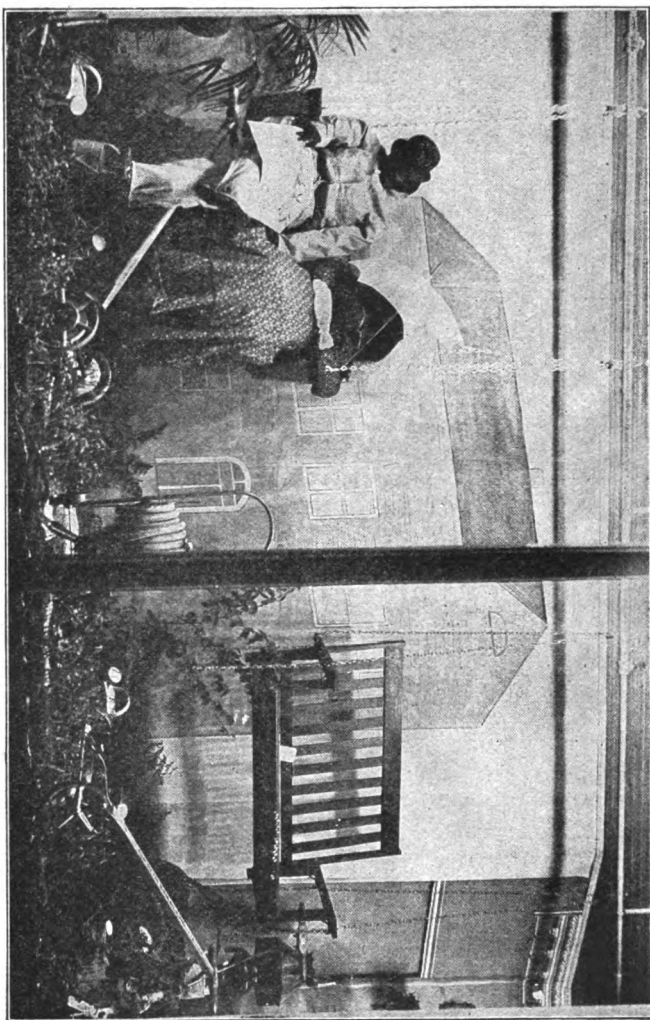


and the figures inserted with green. This display proved unusually attractive and appealed to the eye, the "far view" being strong by reason of the rich coloring in the background. The card used in this display conveyed the idea of the "setting." The display shows what a remarkable change can be made in window displays with little expense and in very short time, when a firm is properly equipped to do it.

AN EFFECTIVE DISPLAY OF GARDEN TOOLS.

The illustration, herewith, shows one of the recent window trims of the Swank Hardware Co., Johnstown, Pa. The display, which was one of garden tools, was designed and installed for the company by their Mr. Carl Heinz. Mr. Heinz's description of same follows:

The background was made of sky-blue cheese cloth on which I painted a house 8x10 feet; the bottom I covered with tin sheeting and on this I put 3 inches of wet sawdust in which I planted some timothy seed some palms and small trees. Everything grew rapidly, the grass being 8 or 10 inches high. In the center of this I made a walk of white sand, with gravel. Scattered over the lawn were all kinds of garden tools for the present season, a lawn mower on either side and different sizes of sprinkling cans, also a porch swing on each side, and on one of these were seated two negro figures, sleeping. Altogether this made a very pleasing effect, and the result was a large sale of Garden Tools."



**LINCOLN'S BIRTHDAY WINDOW DISPLAY OF
THE BARRETT HARDWARE CO.,
JOLIET, ILL.**

The Barrett Hardware Company, Joliet, Ill., entered a Lincoln's Birthday window display in THE AMERICAN ARTISAN'S Hardware Window Display Competition which received Honorable Mention from the judges of the contest. Two views of the exhibit are here shown, one a front view and the other a side view.

The goods displayed were sharpening stones of all sizes, scythe stones, machine and kitchen grinders and razor strops.

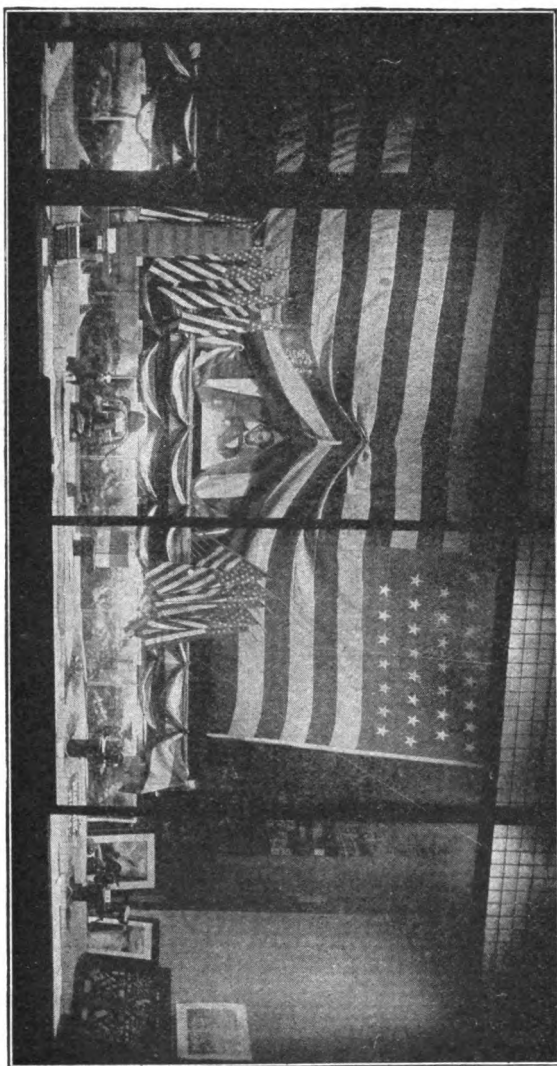
The floor of the window was turned into a miniature park, with a stream of water running zig-zag through the center and toward a reproduction of the Lincoln monument standing at one end.

The monument was constructed of sharpening stones with a walk around the base made of white granite grit. The steps leading up to the monument were also of sharpening stones. The walk at the foot of the steps was made of small pieces of crystals, very beautiful in color and sparkling like diamonds in the sun and electric lights.

The monument was set on a terrace 12 inches high. On each corner of the terrace was a large piece of crystal, very effective in the light of the sun.

The terrace, as well as the entire floor, was covered with sawdust, colored with green dye, giving the effect of a well kept lawn.

The stream running zig-zag through the lawn was 16 feet in length, 8 to 12 inches wide and 3 inches deep. The bottom was covered with small gravel stones. In



the center of the stream was arranged a 2-inch fall, with the water running over small chunks of crystal. In the water were four small goldfish.

At the head of the stream was placed a large picture of Niagara Falls, so set that when looking at the stream from the end of the window it had the appearance of coming over the falls. The head of the stream was fed by a 1-inch rubber hose connected to the city water, and the outlet was through a 1-inch iron pipe connected with the waste in the sink, so that there was a continuous flow of water.

Around the entire edge of the lawn was a 10-inch walk of marble grit, and separating the lawn from the walk was iron jack chain looped and fastened to wire spikes 8 inches apart. On the lawn was this sign, "Keep Off the Grass," and a life-like dog, and this sign on one of the terraces, "Sharpening Stones."

The strops, scythe stones and grinders were all placed on pedestals, elevating them well above the lawn effect.

The background was covered with ten 20x30-inch pictures of the most noted battles fought during the Lincoln administration. Above the pictures was a canopy so arranged as to exclude from view the light from five electric lamps, which were so placed as to throw light on the battle pictures at night. This canopy was covered with bunting and in the center, just above the canopy, was a 20x30-inch picture of Lincoln; on each side of the picture were five flags, and above the picture a 10x40-foot flag looped up in the center.

People crowded the sidewalk and even walked over from the other side of the street to study the pictures and the effect, and many came into the store to purchase the goods on display.



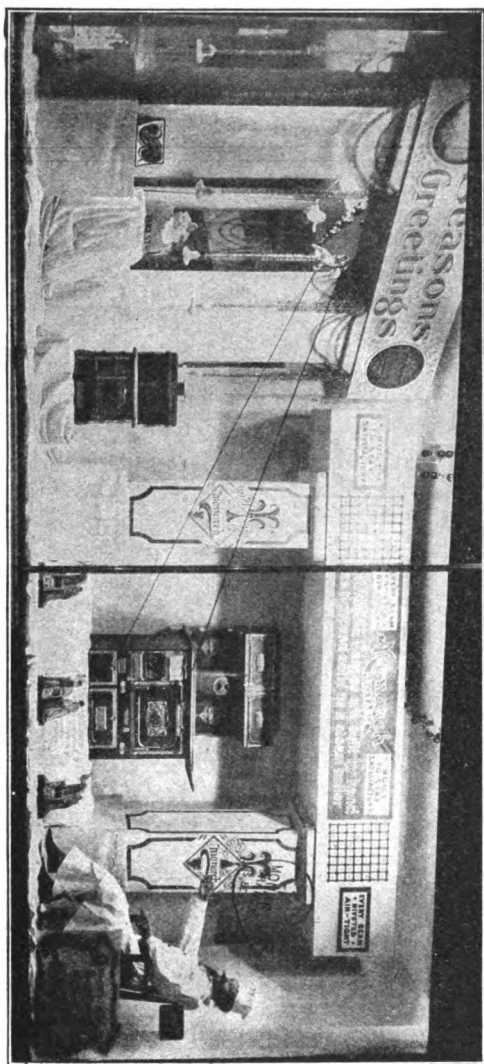
(Side View of Barrett Hardware Co.'s Window.)

AN ATTRACTIVE "MONARCH" RANGE DISPLAY.

The judges of THE AMERICAN ARTISAN'S Hardware Window Display Competition spoke very highly of the range display submitted by Max J. Elliott for the Adoue-Blaine Hardware Co., Houston, Tex. Mr. Elliott states that this display proved very attractive and that the firm reaped good advertising therefrom for about ten days. One range forms the center-piece of the display; the overhead beam is made of canvas, on a frame of 2x2 material; it measures 13 feet in length, is 24x24 inches thick, and is painted white; the face of the beam is used for the large lithographed sign furnished by the "Monarch" factory; the colors are red, green and white; the sign was pasted on the beam.

The columns used are made in the same way as the overhead beam; they measure 20x20 inches in diameter; the painted border, also the fancy scroll in the center, is of red, green and gold. The arch to the left is of the same design, and forms a divider for the window facing the other street; in the center of this arch is suspended a little cupid holding two small ribbons which run to the range; one line of ribbon is red, the other green. On the floor is also shown a small range. The remainder of the floor is puffed with white cotton flannel. The sign directly above the cook's head reads, "I say the Monarch Range is best." It proved very effective, as the words seemed to be formed in the air with a small border around them, as if they had just been uttered by the cook posed near the glass and pointing to the range.

This display proves what effect can be produced

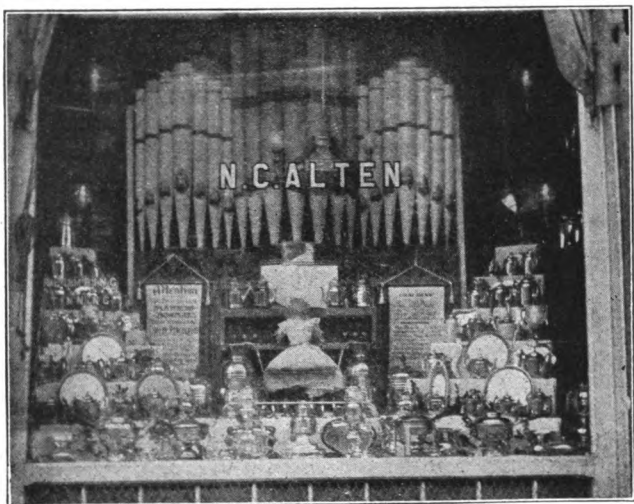


with the aid of the advertising matter supplied by manufacturers not only of this line but others. The design used was the "workover" of a Christmas design used in the same window; this particular display was arranged without any expense whatever, yet is artistic and effective. The varied color electric light effect was produced at night on this white setting and proved very effective; it was obtained by the use of an electric flasher on which were 82 lights of different colors, each burning about one minute, with white coming in between; red and green were the other two colors. The regular lighting system was not used save to obtain the photo.

A "PIPE ORGAN" IN A HARDWARE STORE WINDOW.

A window display of hardware, the chief feature of which was a "Pipe Organ," was entered in THE AMERICAN ARTISAN'S Hardware Window Display Competition by C. E. Ledyard, with N. C. Alten, Lorain, Ohio, and was Honorably Mentioned by the judges of the contest. It was one of Mr. Alten's holiday windows and is said to have proved a great success both as a seller of goods as well as a holiday attraction, for scarcely a person is said to have passed by the store without stopping to admire the organ novelty as well as the display of nickel-plated and copper-finished ware which accompanied it. On either side of the organ was a set of six steps on which goods were displayed. The floor of the window as well as the steps were covered with white flannel, while holly was used freely to contrast with white. The organ was eight feet wide and about eight feet high, the

pipes being formed from stove pipe and covered with wall paper. The reeds were gilded with bronze so as to produce a natural effect. The pipes were set upon a wooden background which was also covered with wall paper in panel form. The key-board was placed in a Born Steel Range warming closet, scythe stones serving for the white keys and white India oil



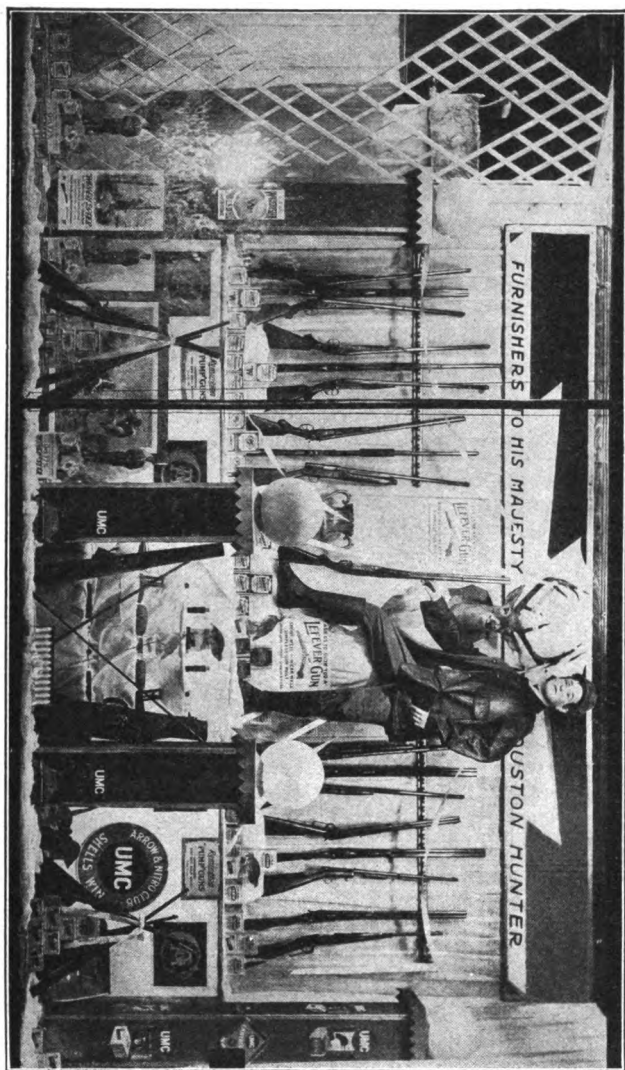
slips for the black ones. The stops were represented by white shutter knobs. Upon the fall board was the name, "Alten." The music rack consisted of a wire meat broiler. The pedals were made of nickel-plated towel bars. The "organist" sat upon a bath tub seat, supported by two large brass cuspidors. On either side of the organ were scroll banners, giving the names of all articles in the window and prices thereof. The display was designed, trimmed and photographed by Mr. Ledyard.

AN ATTRACTIVE ARRANGEMENT OF SPORT- ING GOODS.

A sporting goods window entered in THE AMERICAN ARTISAN'S Hardware Window Display Competition by Max J. Elliott, with the Adoue-Blaine Hardware Co., Houston, Texas, received Honorable Mention from the judges of the contest. Mr. Elliott's description of this display is as follows:

"This display, arranged for the fall hunting season, proved to be a good one. The display measures 13 feet in length by 9 feet 6 inches in height. The long-pointed white scroll on which the sign appears, 'Furnishers To His Majesty The Houston Hunter,' is made of cardboard covered with canvas, then painted white, with bronzed edges; this entire piece is nailed to the 18-inch frame which is covered with red and has bronzed edges; from the back side of this top piece, long white bunting hangs in a drape; the mounted deer head which shows in the center, is nailed to the wall of the show window. The racks holding the gun barrels are each four feet in length and come out in an "L" shape on the end; these racks are nailed to the wall and bronzed.

"I wish to call special attention to the correctness of the guns displayed in a side view, which is the only correct way to display a shot gun; the base on which the gun stocks rest is empty shell cases covered in white; the large white base is 36 inches from the wall, and 36 inches in height, and 13 feet in length; this is covered with canvas, then painted white, and bordered in bronze, giving a strong effect. The four posts are of an olive green color bordered in gold bronze; the two larger posts are 6 feet in height by



10 inches square; the smaller posts in front are 3 feet in height by 10 inches square; the large balls are 12-inch white frosted electric arc globes, resting on a tin capitol. Inside these burns a beautiful red electric globe, throwing an elegant hue on the display at night.

"The figure posed as a hunter, with a large chair draped in white ready to receive him, carries out the 'Houston Hunter' effect and giving a strong 'far view' to the show.

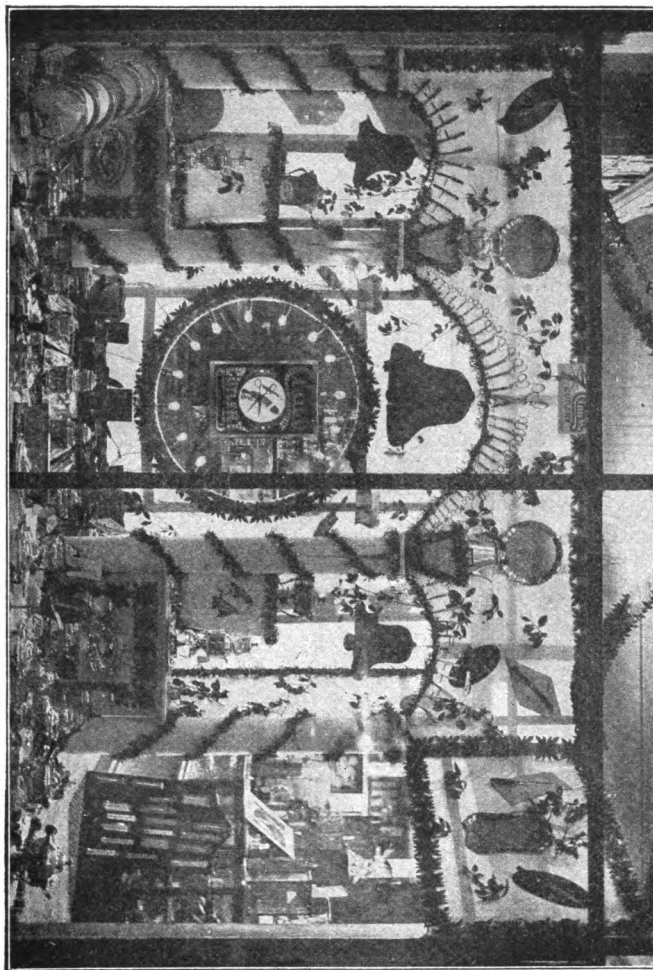
"Another interesting feature of this display is the use made of the advertising matter sent out by the various factories; it is evenly distributed in this display to avoid showing any favoritism, at the same time getting full benefit from it.

"The floor is puffed in white, on which a full line of hunting accessories are shown in an artistic manner.

"The rich coloring with the electrical effect at night made this display a business getter."

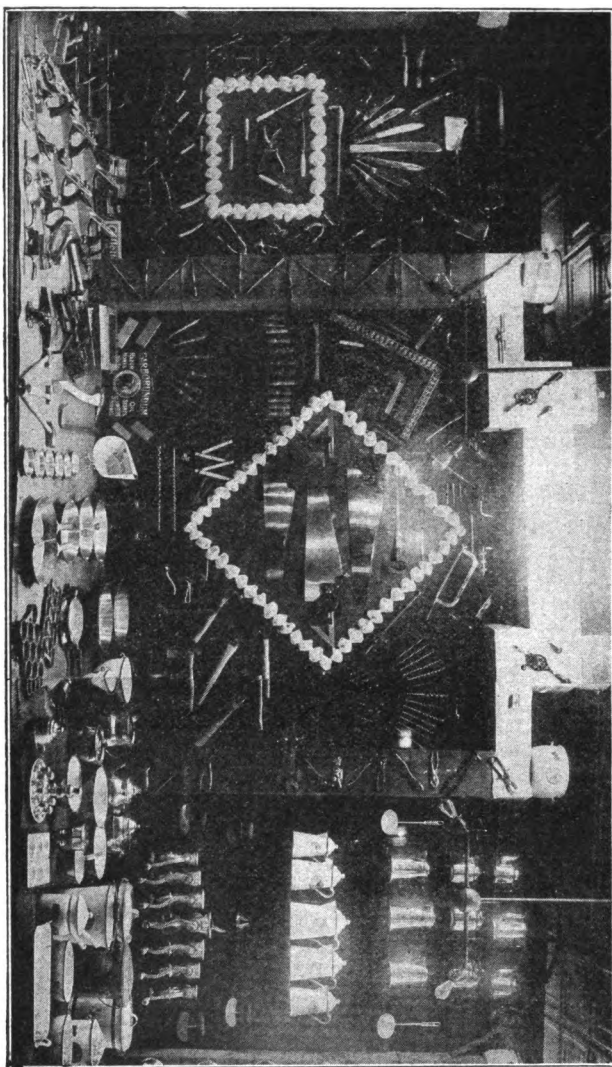
A HOLIDAY WINDOW DISPLAY THAT MADE MANY SALES.

The accompanying illustration shows a window display of holiday goods that was entered in THE AMERICAN ARTISAN'S Hardware Window Display Competition by W. F. Heinig, 425 Center Ave., Janesville, Wis., and which was spoken of very highly by the judges of the contest. This window attracted a great deal of attention and made many sales for the Janesville hardware firm. The articles were carefully selected and the same care was exercised in arranging them in the window. Mr. Heinig received many compliments also upon the festooning effect.



A NEAT DISPLAY OF HARDWARE.

S. H. Peugh, with W. E. Good, Kewanee, Illinois, entered the window display shown herewith in THE AMERICAN ARTISAN'S Hardware Window Display Competition, receiving Honorable Mention from the judges of the contest. The window is 17½ feet long, 5½ feet wide and 7 feet high. The background is divided into three sections. In the center at the back are two 8x8 columns joined at the top. The columns are covered with yellow crepe paper and the top with white crepe paper. On the front of these columns is arranged a variety of tools, such as screw-drivers, hand and breast drills, pliers, wrenches, etc. The back of the center section is covered with red cloth and in the background is a center-piece filled with various kinds of saws, and surrounding this are all kinds of carpenters' tools. At the left of the window is another column covered with yellow crepe paper and arched at the top with a cross-cut saw. The section at the right is made in the same manner, each section being covered with black cloth. In the section at the left are butchers' saws, cleavers, butcher-knives, and a center-piece with green background and white border, with a nice carving set and game shears in it. Then around this are shears, clippers, pocket cutlery, razors, etc. The section to the right is filled with nickel-plated coffee and tea-pots, meat grinders and food choppers. The bottom of the window is raised at the back and covered with heavy green paper on which are shown various styles of planes, saw clamps, machinists' hammers, axes, spiders, iron and granite kettles, aluminum cooking utensils and granite ware.



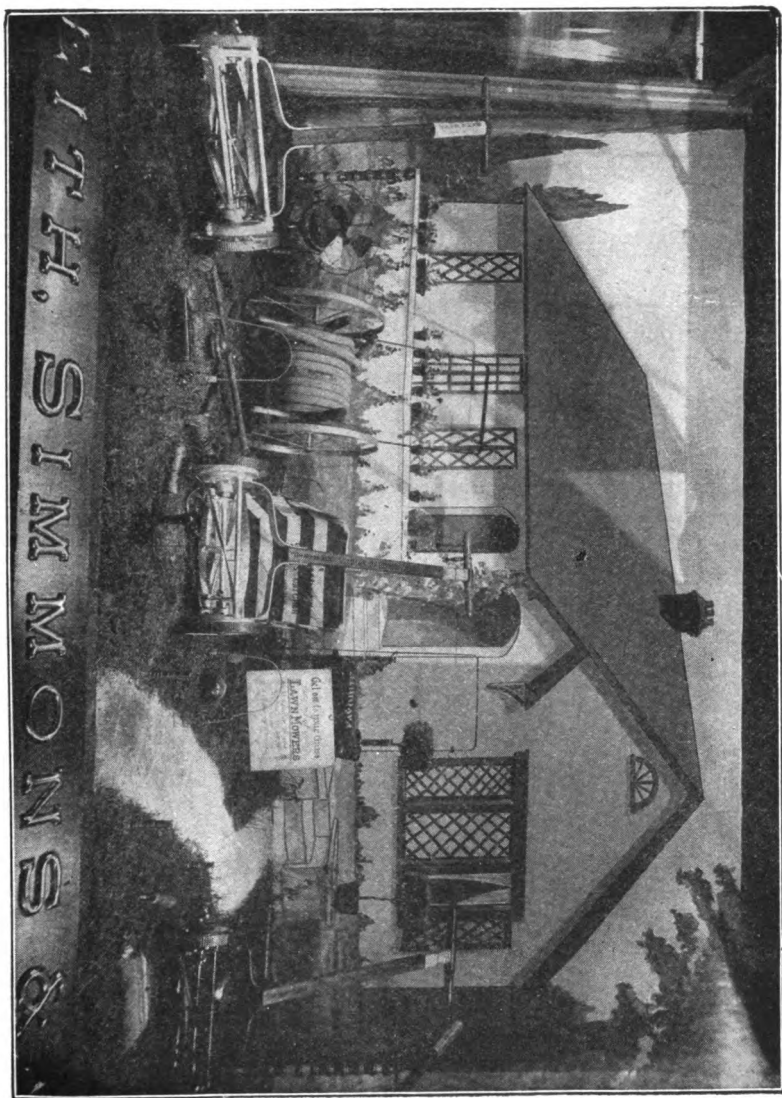
FIRST PRIZE WINDOW IN THE AMERICAN ARTISAN'S HARDWARE WINDOW DISPLAY COMPETITION.

As announced in a previous issue, the judges of THE AMERICAN ARTISAN'S 1910 Hardware Window Display Competition, awarded the first prize of \$50.00 to Charles A. McGavock with Keith, Simmons & Co., Nashville, Tenn., Mr. McGavock's exhibit having been submitted under the *nom de plume*, "Fred Tarlton." The photograph which received the unanimous decision of the judges as the first in order of merit of the many photographs entered in the contest, we take pleasure in reproducing herewith, together with Mr. McGavock's description of same.

"The window is 16 feet long, 5 feet deep and 8 feet high. For the background I used canvas, covering the whole back. Then I painted on it a bungalow, and a few trees at either end. I let the foundation of the house come to the bottom of the window. I covered the floor with 3 inches of sawdust and sprinkled it well with water. Then I put some clean thick sod on the sawdust and sprinkled that well. I made a walk out of white sand about the center of the window, letting it run to the steps and front of the house.

"In the window I displayed such goods as are used to keep the yard and lawn looking pretty—Lawn Mowers, Hose, Hose Reels, Lawn Sprinklers, Croquet Sets, Grass Hooks and Shears, Lawn Rakes, Garden Trowels, Whitewash Brushes, etc.

"The grass grew so fast that I had to get in the window and cut it with a Lawn Mower three times within a month. After a month I let the grass on one side of the walk grow and kept the other side cut.

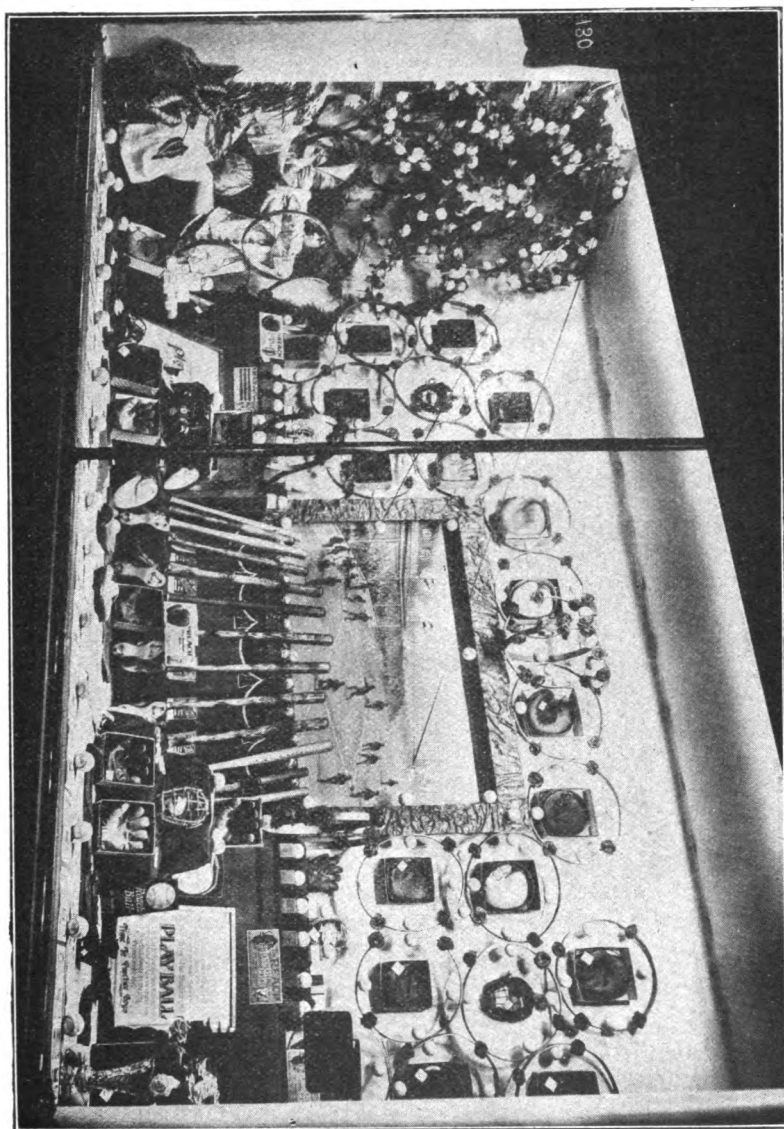


This showed how much better the side looked that was kept cut. This window attracted more attention than any spring window we have ever had, and we sold more Lawn Mowers than ever before."

SECOND PRIZE WINDOW IN THE AMERICAN ARTISAN'S HARDWARE WINDOW DISPLAY COMPETITION.

The window that won second prize of \$25.00 in THE AMERICAN ARTISAN'S 1910 Hardware Window Display Competition, we reproduce herewith. It was entered by Max J. Elliott, with the Adoue-Blaine Hardware Co., Houston, Tex., under the nom de plume "Ho-Tex." Mr. Elliott's description of the display is as follows:

"This display recently arranged for the opening of the baseball season, proved very effective as well as beautiful. The color scheme is red, blue, and yellow; the entire wall is covered with a large sheet of canvas painted an Italian blue. The scenic picture in the center showing a baseball game in progress measures six feet in length and four feet in height; the frame around this is made from half-inch material, and six inches wide, and projects from the picture six inches; this frame is covered with wrinkled paper to obtain a rugged effect, then painted yellow, with the high ridges touched up with red and green bronze; from the edge of the frame hoops are nailed together in the arrangement as shown, these hoops being first given a heavy coat of shellac, then bronzed; they are about seven inches from the wall, giving the effect of golden circles on a blue background. The base balls are fastened on by means of a small wire; the gloves,



mitts, etc., are fastened to the wall in a box, the circle giving distinction to each article; four red roses decorate each hoop; the base against which the bats are shown is made from two semi-circles of lumber, $\frac{1}{2}$ -inch thickness, one top and one bottom; this is covered with canvas and painted yellow, with a red fancy border at the top; a base is formed at the bottom by means of an arrangement of empty shell boxes which is covered with red cheese cloth "puffed"; the arched base in the center measures six feet in length, and projects from the wall two feet in the center, in this way forming an attractive center arrangement for the bats.

"On the extreme left is constructed from hoops an alcove heavily decorated with rose vines and uvas; just outside the display proper and under this alcove is a park seat on which is seated a wax figure posing as 'Juliet,' while another figure represents 'Romeo.' Three 'cupids' are suspended in the air above within the hoop circles, one in the lower center and one in each of the upper corners; the one in the corner next to the glass holds a ribbon, one end running to the umpire, the other end of the same ribbon running to a sign on the baseball fence—the firm's name, of course; the cupid on the right upper corner holds a ribbon, one end of which runs to 'Romeo,' the other end running to 'Juliet'; the costumes on these two figures are valued at \$150.00 each, the firm renting them from an importing costume firm. This completes the idea expressed on the card in the window: 'When the roses begin to bloom and Cupid is working overtime, and the lovers are making love, we hear the umpire call, play ball, etc.'

"The floor of the window is covered with a sheet of

canvas, painted yellow, with a wide border of blue next to the glass; as a whole, the window presents a strong 'far view,' the richness of color being very strong; every piece bears a price-mark."

THIRD PRIZE WINDOW IN THE AMERICAN ARTISAN'S HARDWARE WINDOW DISPLAY COMPETITION.

The hardware window that won third prize in THE AMERICAN ARTISAN'S 1910 Hardware Window Display Competition, is here shown. It was designed by Harold Stevens for Frank A. Ellis & Son, 1645-51 Arapahoe Street, Denver, Colo., and was entered in the contest under the nom de plume, "Spes." Mr. Stevens' description of it follows:

"The accompanying photograph shows a Spring window display, which has been an unusually good seller. It shows two of four windows, the others being kept for sporting goods and tools, exclusively.

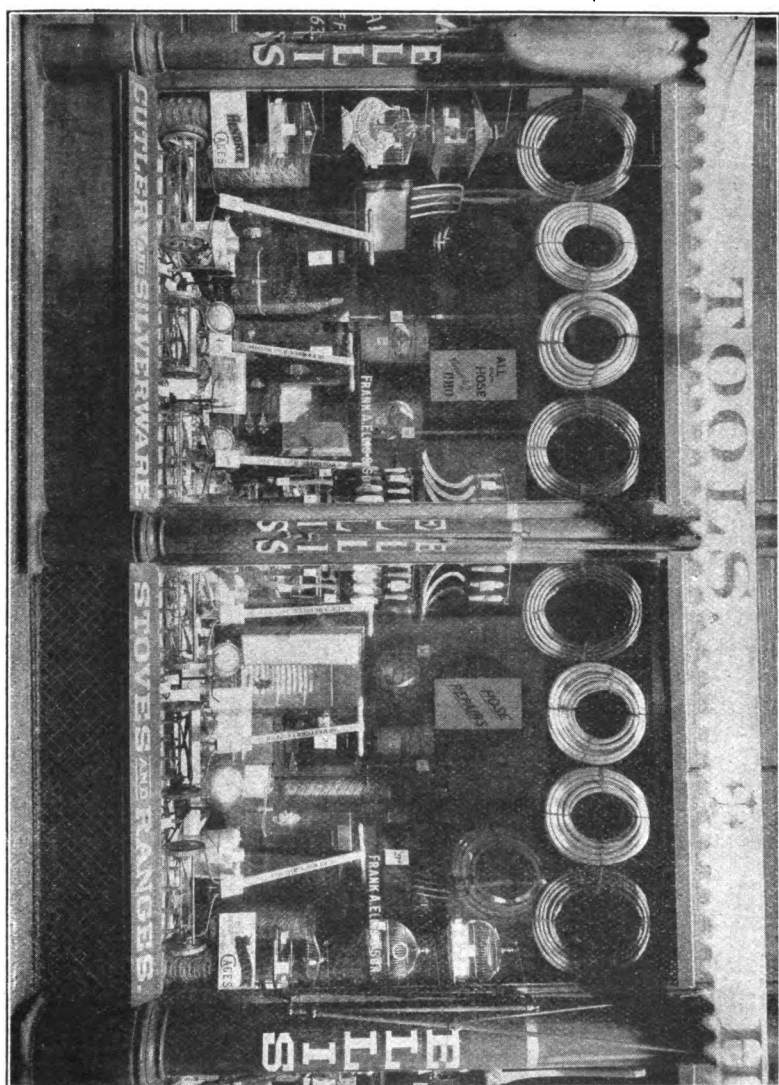
"The display is in an undivided window space 15 feet long, 8 feet high, and 6½ feet deep. Hose suspended from the ceiling in front and at the back catches the eye of passers-by even across the street. The lawn mowers in front have price-cards attached with description of make, width of cut, etc., written above and below the price in red (which has not come out in the photo). Various makes of nozzles and sprinklers (priced) stand between the mowers and the window front. Behind the mowers is a zig-zag line of lawn seed—white clover in the left window and blue grass in the right, each with a large price-card.

"In the center of each window is a 3-foot square platform raised 6 inches from the floor, with a display of every variety of hose fitting, each priced and with a fence and gate card at back of each. At each side of the platform is an ice cream freezer with a pile of sweet pea packages in front of each freezer. To the uprights of the window, by means of bird cage hooks, are hung bird cages on either side and the center pillar, with grass hooks, pruning shears and saws, trowels and axes.

"Chicken and rabbit wire, from small sizes up, fill up the sides and divide the right window from the tool display. A refrigerator is set across each back corner. A cabinet refrigerator forms the center background of each window, and a 'Round Oak' range is set right back in the center of the whole display, with a 2-ft. clear space in front of it. Two freezers, priced, stand on top of each cabinet refrigerator, and a roll of netting stands between and level with the back of each refrigerator. Half a dozen assorted garden tools are suspended from the ceiling in a semi-circle.

"The floor is covered with white glazed paper, giving the window a very light and clean aspect and showing every article up to its best advantage. Great care was taken to have the window and every article in it scrupulously clean, and, when necessary, described and priced; also the spacing and position of every article was carefully attended to so as to make a perfectly balanced and attractive trim.

"No expense was incurred at all. The bird cage hooks were borrowed from stock; the paper was the heavy white paper used for wrapping plate, and the card writing I did myself."



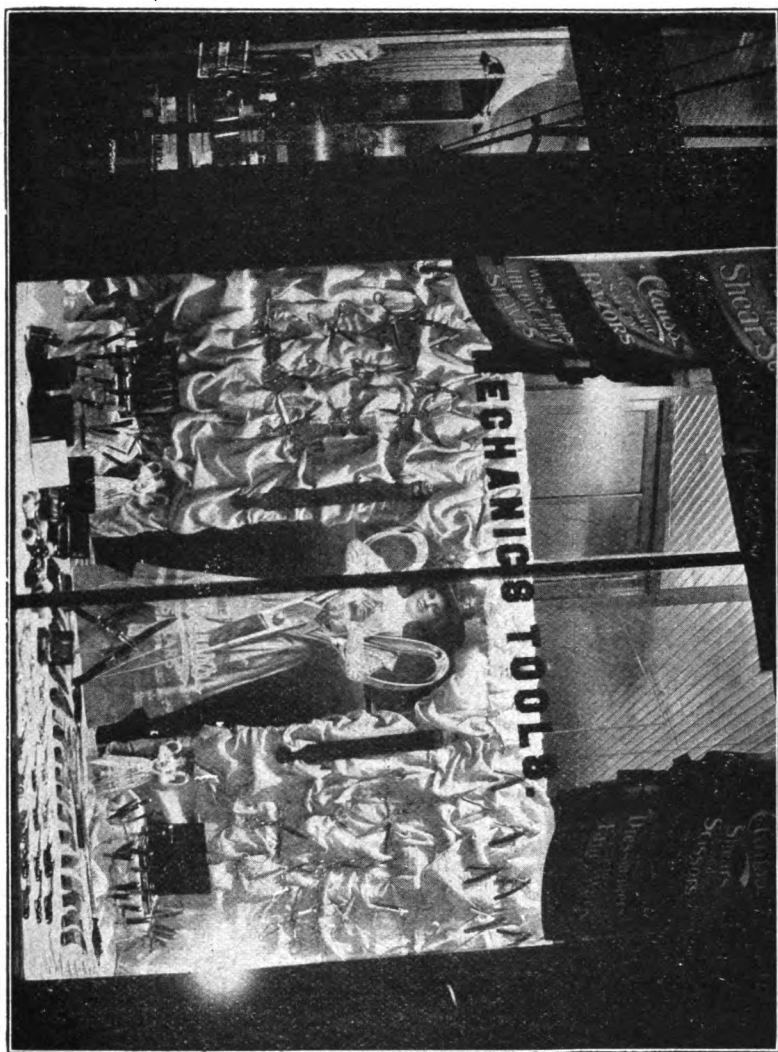
FOURTH PRIZE WINDOW IN THE AMERICAN ARTISAN'S HARDWARE WINDOW DISPLAY COMPETITION.

The window that took fourth prize in THE AMERICAN ARTISAN'S 1910 Hardware Window Display Competition, is reproduced herewith. It was designed by E. J. Bracht for the Lagemann Hardware Co., Quincy, Ill., and was entered in the competition under the nom de plume "A. Clauss." Mr. Bracht's description of the window follows:

"This display was put in as a stimulant for our cutlery trade. The lady in the arch was furnished us by the manufacturers, and was made of heavy cardboard. Because of the pink and blue of this cut-out the entire back was tufted with pink bunting, and the boxes holding the pocket knives were covered with blue.

"The effect was so perfect that at a distance of 75 feet it was hard to distinguish whether or not the lady was the real thing. It certainly was an attractive window."

In order to make your window displays effective, you must study color effects. A harmonious window will attract unconsciously, while one in which the colors are badly and untastily mixed will repel—unconsciously. Also you must be careful to use light colored things as much as possible and avoid dark, solid masses. A window trimmed entirely in black is nothing more nor less than a mirror. The glass against the dark makes a good reflector—but a poor display. Where black or dark things are to be used, a light background should by all means be employed,



A BATTLESHIP BUILT OF HARDWARE.

A Battleship built of hardware, some parts of which were duplicated from similar window displays which have been shown in *THE AMERICAN ARTISAN* in the past, was entered in *THE AMERICAN ARTISAN'S* Hardware Window Display Competition by Elmer Baker, with L. W. Gunby Co., Salisbury, Md. It was given Honorable Mention by the judges of the competition.

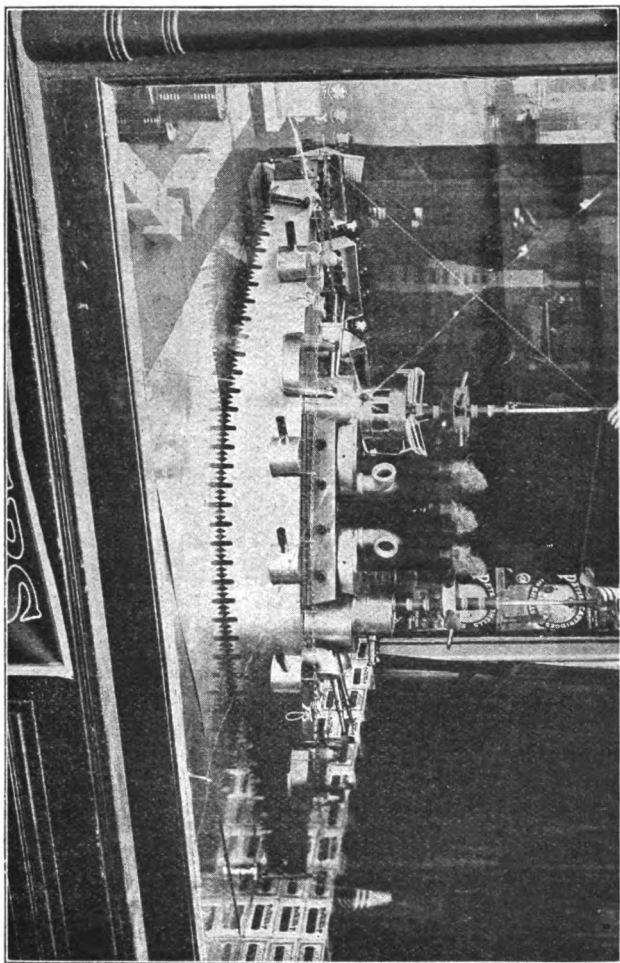
The sides of the ship were formed of cross cut saws, the figure head of brass loose pin butts, the rail of nickel-plated plumber's chain, and the rail stanchions of 2½-inch head screws.

The anchor was a T head bolt, the windlass being formed of a wire fence ratchet, and rope cleats were employed to fill their position. The ventilators were 1-inch galvanized street ells, the life buoys were tinned harness rings, and the small boats were represented by sad irons. Soil pipe hooks were used as davits.

The armored part amidships consisted of three inverted bake pans, the top one being punctured to hold 12 gauge brass shells for guns. The forward and after turrets were ½ galvanized drinking cups holding hose nozzles for guns. The bridge was made of two wire soap dishes.

The fighting tops and crow's nest on both spars were inverted tin mouse traps with cartridges for guns. The spars were spools of wire and the cross-arms inside calipers.

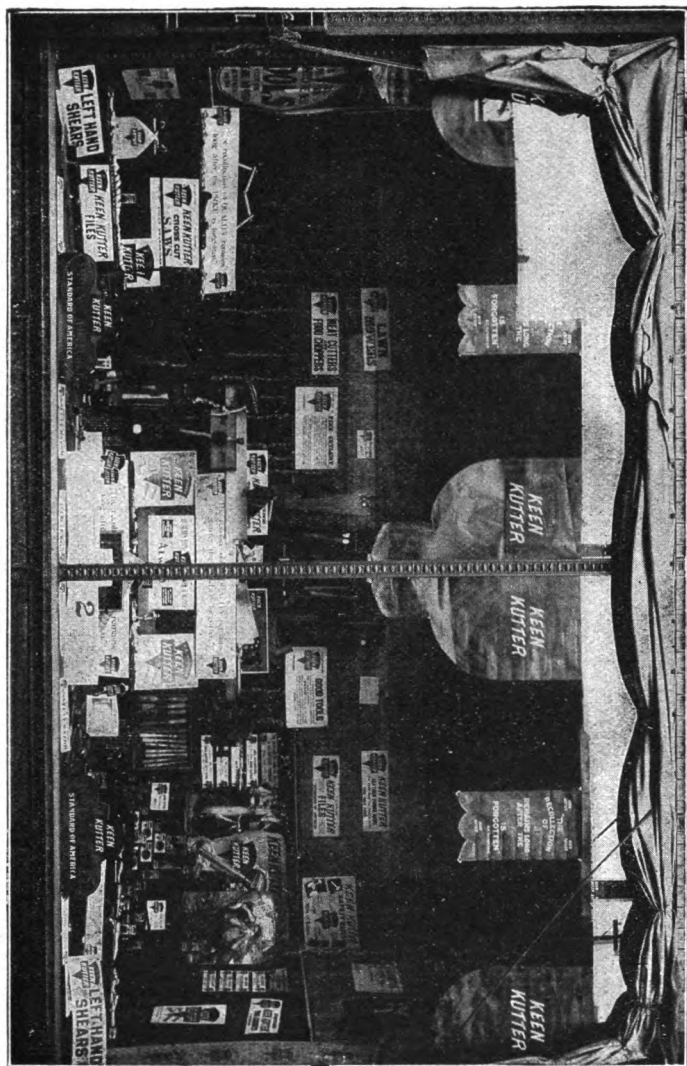
Two-inch black nipples represented the smokestacks, and the barbettes were sections of one-pint drinking cups. The propeller and shaft was a lawn sprayer.



TWO ATTRACTIVE WINDOW DISPLAYS OF THE RUDGE & GUENZEL CO., LINCOLN, NEB.

The Rudge & Guenzel Co., Lincoln, Neb., entered two window displays in THE AMERICAN ARTISAN'S Hardware Window Display Competition which received Honorable Mention from the judges of the contest. Both of these displays were made by J. F. Walz of the company's employ.

The window display shown in the first illustration in which "Keen Kutter" Tools were featured, appeared during the Convention of the Nebraska Retail Hardware Association, held in Lincoln, Nebraska. Rudge & Guenzel Co. state that the display attracted a great deal of attention. A photograph of it was sent to the Simmons Hardware Co. of St. Louis, manufacturers of the "Keen Kutter" line, who are credited with having made the statement that it was the best display of "Keen Kutter" tools that they had ever seen. The window was 16 feet long by about 8 feet wide. It was completely enclosed, and at the top of the background was a row of "Keen Kutter" trade-marks suspended from which were long shavings. Several signs were placed against this wall. A large tool bench equipped with tools occupied the rear center of the window, with a completely equipped tool cabinet directly above, while the foreground was nicely arranged with a display of smaller tools in appropriate sizes. At the right of the window a display of "Keen Kutter" Safety Razors occupied the rear, with a dis-



play of smaller tools, etc., in front. At the left was a display of tools with appropriate signs.

The Sporting Goods window of the Rudge & Guenzel Co. shown in the second illustration measured 14 by 9 feet. The background was partly covered with attractive advertising signs, supplied by ammunition manufacturers. In the rear corner, at the left of the window, was a wax figure clothed in hunter's attire. In front of this figure long weed grass woven into poultry netting and standing three feet high, served as an ambush for the hunter. In the right hand corner of the window, at the front, a decoy duck was placed on bright tin, the tin giving the appearance of water. The figure of a duck was pasted on the window near the decoy, which looked like a bird just about to fly away after the sportsman had fired a shot from the gun which he held. In the right hand corner, at the rear of the window, a rail fence was erected over which is seen another figure, representing a farmer about to climb over the fence. A sign on the fence read: "No Hunting Allowed." Various other signs were used on the fence, including a "Keen Kutter" razor hanger. In the center of the window a camp stove was placed and a number of camping accessories. At the back of the window shell cases were piled up showing the various lines of ammunition carried by the Rudge & Guenzel Co.

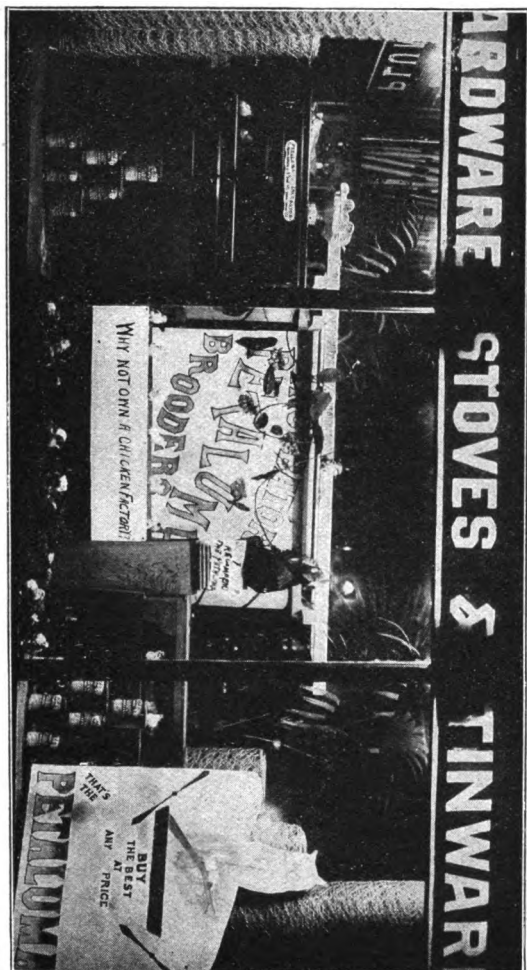
If it pays the largest store in the largest city to put time, energy and money into its window displays, it will pay the smallest store in the smallest city in degree equally as well.



AN INCUBATOR WINDOW FROM WHICH GOOD RESULTS WERE OBTAINED.

An incubator window which was entered in THE AMERICAN ARTISAN'S Hardware Window Display Competition, by W. M. McCreary, with Frank Everett & Co., Chehalis, Wash., was Honorably Mentioned by the judges of the contest. The floor in the front of the window was covered with moss and stones, except in the center where a mirror was placed in a manner to represent a pond of water on which were placed a number of small ducks (such as are used at Easter time), with little chicks scattered through the grass (moss). A pyramid of lice remedy was placed on either side and just back of the moss. On the right hand side of the window was a sign with an owl cut out and pasted on the cardboard. The heavy black line just under the owl was a sign blocked in which does not show in the photo, and which read, "A Word to the Wise"; the rest of the sign can be read in the photo.

The incubator and brooder were connected by a bridge over which ran an endless belt, on which were fastened a number of small stuffed chicks. This belt was driven by an electric motor, geared down, and gave the effect of the chickens coming from the incubator into the brooder. The sign on the bridge did not show up in the photo and was scratched on the plate before it was printed, and so does not look as well as it did in the window. The central background was made by placing two pillars upright, from which was suspended the large sign in the background. The rest of the background was made up of palms and poultry netting. The window not only attracted lots

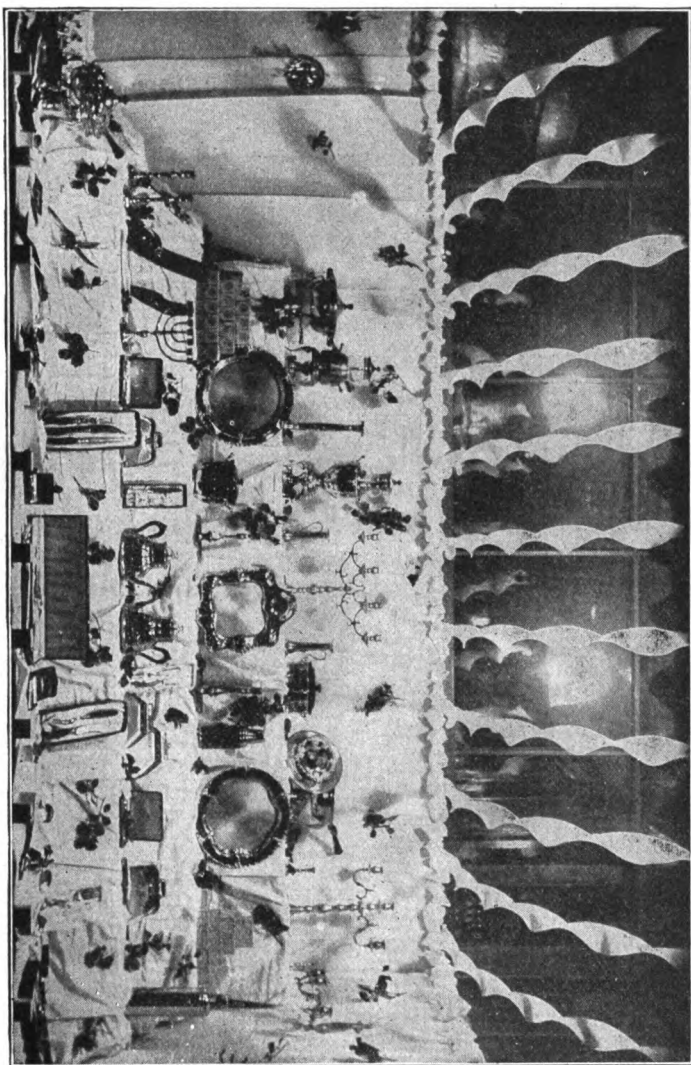


of attention but sold a number of incubators and brooders.

A WINDOW DISPLAY WHICH PRODUCED GOOD RESULTS.

Anthony J. Toonen, with Charles T. Kimball, Jr., Green Bay, Wis., entered an exhibit in THE AMERICAN ARTISAN'S Hardware Window Display Competition which received Honorable Mention from the judges of the contest. The display was installed just previous to Christmas, and the results obtained fully justified the trouble taken in making the window attractive. Mr. Toonen says that in the smaller towns a variety of goods such as shown in the photograph herewith cannot be handled in quantities large enough to permit elaborate trimming in a window and still leave plenty of stock to sell from; consequently, every portion of the window must be accessible without any serious disturbance of the display.

The goods on the floor close to the glass are arranged so as to leave room for walking. The steps are made of lumber taken from shipping boxes and arranged in sections so as to be easily taken apart. The background was faced with wide pleats of white crepe paper. The tufting and streamers were also white crepe paper. The steps and floor were covered with white flannel laid so as not to show any laps. The display was composed of brass candlesticks and candelabra, chafing dishes, percolators, casseroles, bean pots, thermos bottles, crumb-trays, scissors, manicure sets, safety razors, table cutlery and other specialties. The background and floor were strewn with holly

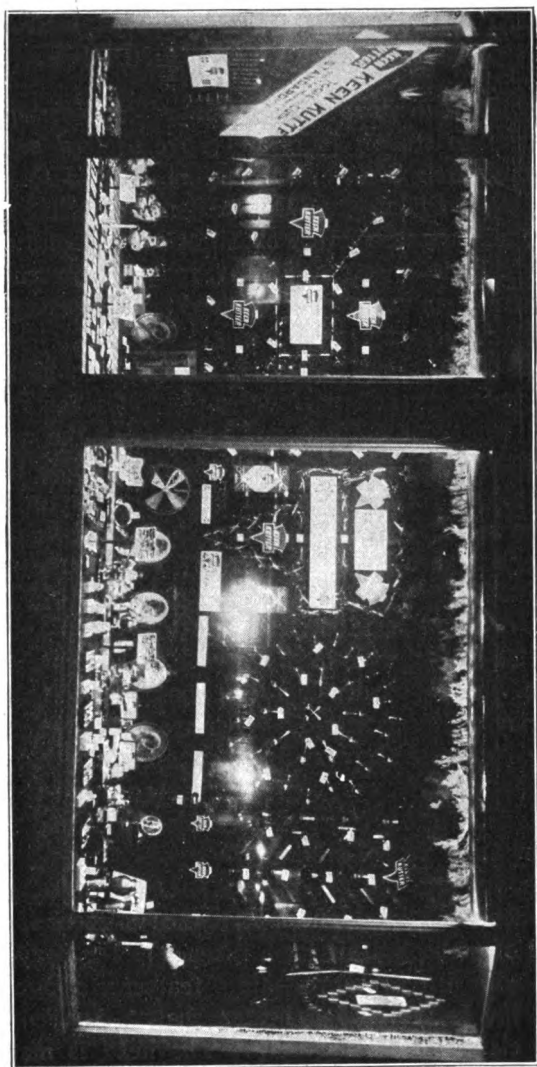


and diamond dust. The entrance is at the left of the window, where the shadow shows a lap in the pleating. The window has a twelve-foot plate with no obstruction, and the entire display could be seen from any point.

AN ATTRACTIVE WINDOW DISPLAY OF A KANSAS HARDWARE FIRM.

L. T. Sanders, with the Rippey-Bucher Hardware & Implement Co., Stafford, Kansas, entered a window display of hardware in THE AMERICAN ARTISAN'S Hardware Window Display Competition, that received Honorable Mention from the judges of the contest. The window measures 8x8x21 feet and it was lined entirely with bright turkey oil red calico, including ceiling and floor, with the exception of a 12-inch strip of linoleum left for the removal of goods. The ceiling decoration consisted of a fringe of evergreen extending entirely around it 18 inches from the edge, with the letters, "R. & B," and a wreath design at either end, also of evergreen, through the center. Numerous cards were used to add attractiveness and suggestion. With very few exceptions, goods were priced. For this purpose, a price-card, printed in black and gold, was used.

Tools and guns were attractively arranged in the window, while the floor display consisted principally of jewelry, silverware, brass goods, chafing dishes, percolators and carvers. When necessary, goods were sold direct from the window and other articles substituted. The window was well lighted, the photograph being taken with one hour exposure.

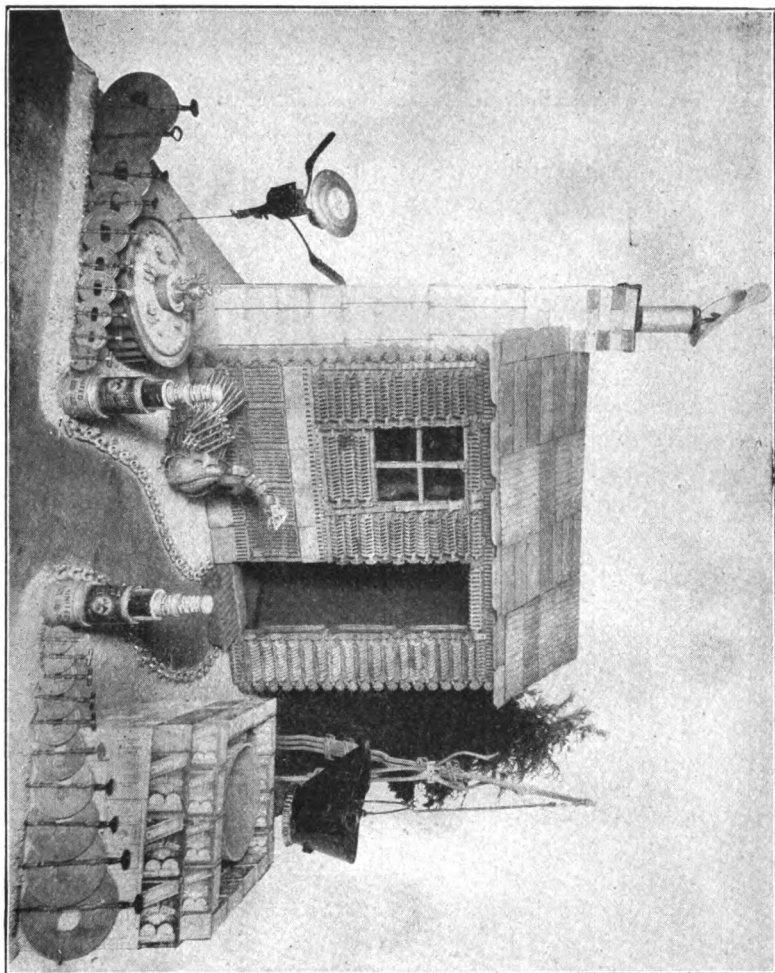


A LOG CABIN BUILT OF STOVE REPAIRS, AND A GARDEN OF SUNDRIES.

The United Stove Repair Company, wholesale distributors of stove repairs and stove dealers' supplies, 117-119 Arch Street, Philadelphia, had as their exhibit at the Philadelphia Convention and Exhibition of the National Association of Sheet Metal Contractors, in Lulu Temple, August 8 to 13, 1910, a representation of a log cabin and garden constructed of castings and firebrick and stove dealers' supplies.

The cabin, from ground to eaves, is composed of Duplex grates and narrow front grates for ranges, which represent the logs and boards. In the window large sheets of mica are used as panes. The roof is composed of fire plates and brick clamps for Cook Stoves and Ranges; the lower portion of the chimney is made of fire brick for ranges and the upper portion is fire brick for bake ovens. On top of the chimney is placed a Modern Ventilator. The stepping stone at the entrance to the door is a water back for a range. In the garden is a well composed of boxes of fire clay, in the center of which are fire-pots for furnaces. The old fashioned well-sweep is made of lever shakers for furnaces, clamped together, and a poker suspended from a short chain holds a coal hod representing the "old oaken bucket."

The walk to the cabin is outlined by nickel-plated oven-door handles. The imitation of a goose is composed of a check draft for a furnace as the body, covered with lifters representing feathers; range feet form the breast and a heater shaker covered with brick clamps form the neck. The head is made of damper clips and a nickel-plated oven door kicker.



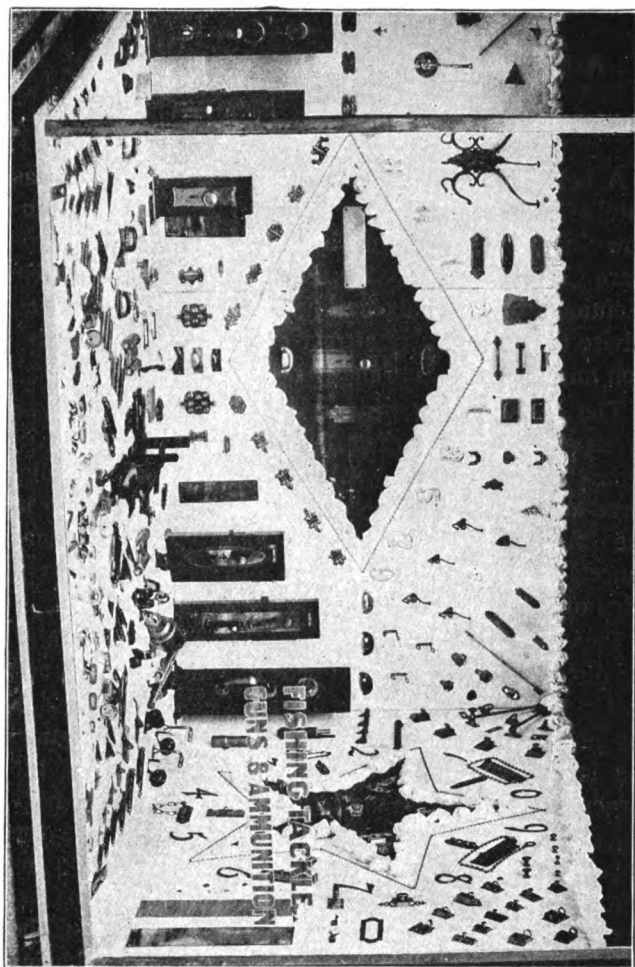
The flower bed is composed of a fire-pot for a furnace containing fire clay, in which knobs and hinge pins are inserted to represent sprouts of flowers. An urn and crock occupy the center, representing a large flower. The sun flower is composed of a stove-pipe collar and flue-stop fastened together; the leaves are stove shovels supported by a stove rod, representing the stem. The fence is made of dampers, and the posts are composed of stove polish, cement and enamel.

The cabin is 6 feet long; 5 feet from ground to eaves; 7 feet from ground to peak and 4 feet wide.

The exhibit occupied a space 10 feet long by 9½ feet wide. It was erected by employes of The United Stove Repair Company, as follows: John Van Meter, William Craig, carpenters; Robt. M. Lutz, architect; Joseph McCall, chief in the selection of suitable repairs to form the exhibit; Woodman Stokely, Albert Klein, aids in offering suggestions.

AN ARTISTIC ARRANGEMENT OF BUILDERS' HARDWARE.

The judges of THE AMERICAN ARTISAN'S Hardware Window Display Competition spoke very highly of the display of Builders' Hardware entered by C. H. Van O'Linda with Byrne Bros., 46 Pacific Avenue, Santa Cruz, Cal. It will be observed that there was no crowding in this display, the articles shown having been carefully selected and arranged so as to produce the most striking effect. Most prominent among the exhibits were a number of artistic designs for doors. The display attracted a great deal of atten-



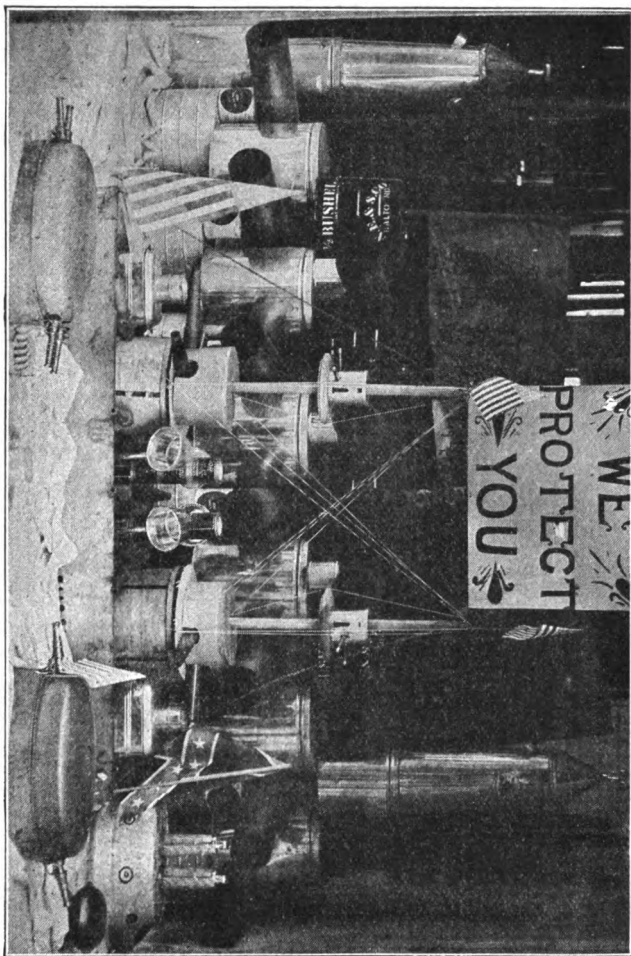
tion and resulted in much new business for Byrne Bros.

A BATTLESHIP WINDOW DISPLAY OF HARDWARE.

A battleship window display of hardware that was entered in THE AMERICAN ARTISAN'S Hardware Window Display Competition by the Evans-White Hardware Company, Statesville, N. C., received Honorable Mention from the judges of the contest. The company advise that the display attracted a great deal of attention and brought them many new customers.

The floor of the window was covered with light green cheese-cloth, puffed up at different places to represent the ocean and waves. The sides of the ship were made of two wide cross-cut saws, bent around in the shape of the hull of a battleship. Wooden vinegar faucets of different sizes were placed along the top edge of the saws for guns.

Two $\frac{1}{2}$ bushel measures were placed at one-third the distance from each end; peck measures were placed on top of these to form the turrets. Holes were cut in the side of the measures and faucets placed for guns, the larger faucet being put in the middle for the larger gun. The two masts were churn dashers, handle and lid, tacked to the handle a little above the lower guns. Tin cups with holes in them were inverted and No. 50 cartridges were placed in same for smaller guns. Holes were bored in the end of the churn shafts and small flags inserted. Dog chains were strung from one end over the top masts down to the other end. To complete the rigging a trout line



was crossed and re-crossed from mast to deck and from mast to mast.

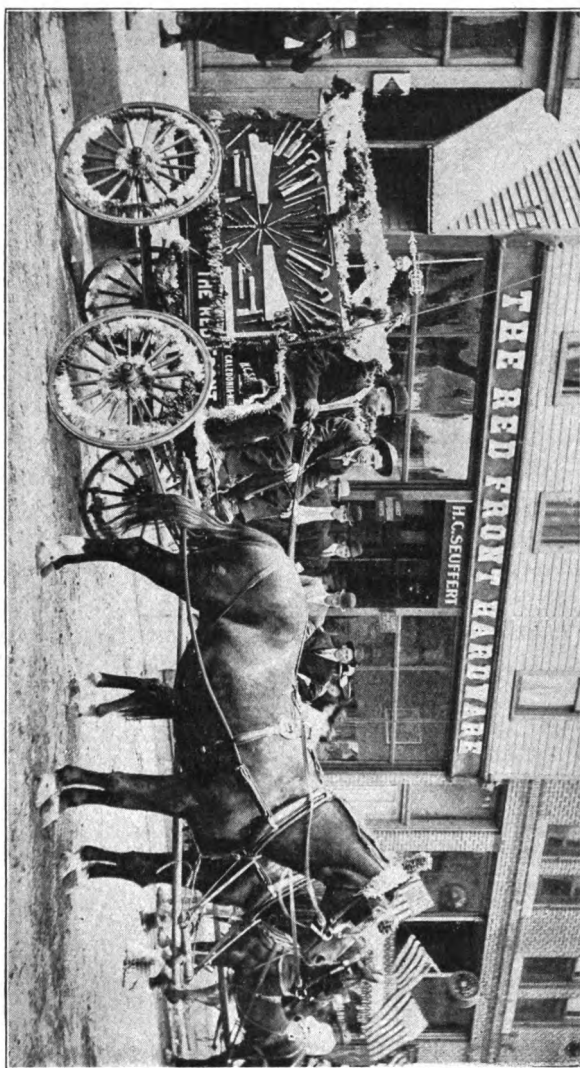
Two dinner buckets were placed at each end and in front of the turrets for magazines. Ceiling hooks were hung to chains over the side of the ship for anchors. The smoke stacks were made of one lb. paint cans, stacked one upon the other.

The ship's crew was represented by clothes pins, standing on end. Dippers, graters, dividers, etc., completed the battleship. Buoys, made of cuspidors, were placed in the ocean.

The fort was composed of galvanized and japanned $\frac{1}{2}$ bushel measures, lard cans, tin funnels, cake cutters, etc., with 5 inch stove pipe protruding between for the guns, also making a good background for the display. Back of the ship and above was a sign reading, "We Protect You." Nothing outside the hardware store was used, except the cheese cloth.

HOW A MINNESOTA HARDWARE FIRM CELEBRATED INDEPENDENCE DAY.

The hardware firm of H. C. Seuffert, Caledonia, Minn., made use of its delivery wagon in an effective way to advertise its business in the 1910 Fourth of July Celebration in that town. As the illustration herewith shows, the wagon was tastefully decorated, and on each side of same carpenters' tools and other articles of hardware were neatly arranged. "The Red Front Hardware," is the popular name of Mr. Seuffert's store, and this name appeared on the wagon in large letters. The parading of the wagon through the streets of Caledonia created much favorable comment, and proved to be a good advertisement for Mr. Seuffert.



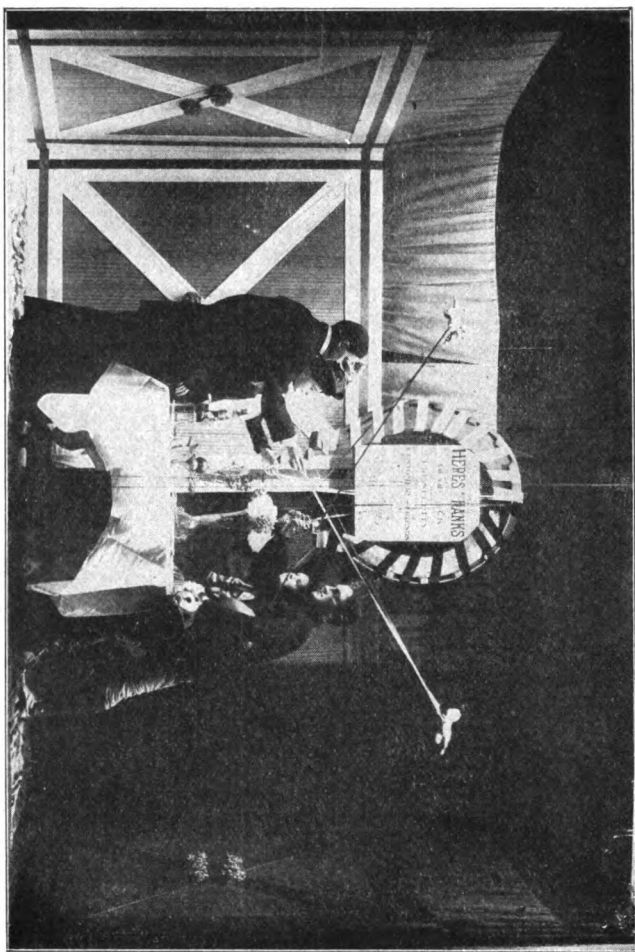
A SPECIAL THANKSGIVING DISPLAY.

A Special Thanksgiving Window Display, designed by Max J. Elliott for the Gray & Dudley Hardware Co., Nashville, Tenn., and which was entered in THE AMERICAN ARTISAN'S Hardware Window Display Competition, received Honorable Mention from the judges of the contest. Mr. Elliott's description of the display is as follows:

"On Thanksgiving Day the football game between the Vanderbilt and Sewanee teams was played in Nashville; therefore, I used the two college colors as a color scheme, taking care not to play any favorites. The entire right half of the window is of old gold and black (Vanderbilt colors), the pleating being of old gold six feet in height with black borders, and old gold ribbon stripes on the black borders. The opposite side is the same, only purple and white (Sewanee colors). One-half of the horseshoe that appears overhead is of purple and white, the other in old gold and black; this horseshoe is four feet in height.

"The wax figures used speak for themselves, and being out of the ordinary for a hardware store, proved quite an attraction; the ladies representing the sponsors for the opposing teams (Sewanee being the visiting team). The man on that side is dressed in evening attire, his lady's hat being trimmed in purple and white. She wore a large bow of ribbons of the same colors. The Vanderbilt figure is posed as a football player, his lady wearing large ribbons of old gold and black, with hat trimmed in colors of the same.

"The arrangement represents a toast being offered, which is on the card overhead, beneath the horseshoe. The idea and arrangement covers several points, viz.,



as thanks from the firm to the public, at the same time showing even honors for the football game on that day, and covering numerous receptions given in honor of the players; the sweetheart side of the question is fully covered; the two cupids shown in the air hold small ribbons of respective colors running to the hearts of the couples. Cupid on the right holds purple and white, the one on the left, old gold and black.

"The table is set for a banquet in honor of Sewanee (the visitors). Taking the window as a whole, it was unusually attractive and very rich in colors, and it required a policeman to keep the sidewalks clear. The display only ran for four days, but during that time thousands saw it and admired the beauty and the idea, so clearly expressed by the posing of the figures, etc.

"The liquid in the glasses on the table is ginger ale, but represents champagne. An artificial turkey also adorns the table, but doesn't show plainly in the photograph.

"This class of window display doesn't sell any goods, but is an appropriate advertisement for a few days, as it appealed to thousands, kept the sidewalks constantly crowded, and caused comment on all sides."

A CHRISTMAS DISPLAY OF HARDWARE.

Honorable Mention was made by the judges of THE AMERICAN ARTISAN'S hardware window display competition, of the Christmas display of hardware entered by James E. Voorhees of Bushnell, Ill. The dimensions of the window were 7x9 feet. The raises were made with four benches in the corner, one foot wide and each one foot higher than the one in front of it. The benches and also the bottom were covered

with cotton batting on which was sprinkled diamond dust (pulverized mica), to represent snow. The end was covered with white crepe paper. The back was

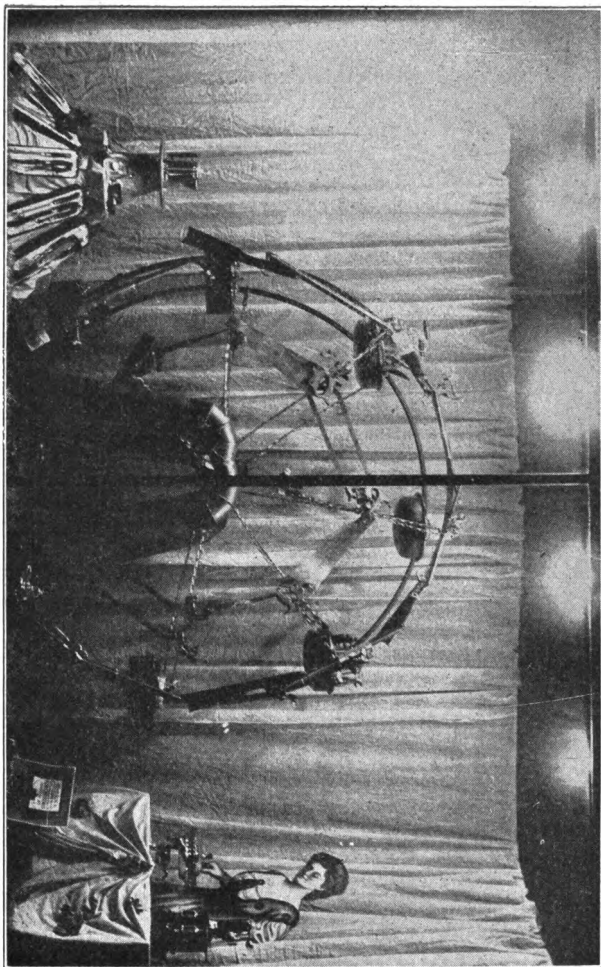


also covered with white crepe paper, a hoop being used for a center piece, the hoop being decorated with American Beauty roses and ivy vine, a red paper bell being in the center. The ivy vine was used to deco-

rate the edge of the window and American Beauty roses were used to decorate the bottom and side wall.

A FERRIS WHEEL CONSTRUCTED OF HARDWARE.

A window display of hardware in the form of a ferris wheel, which was entered in THE AMERICAN ARTISAN'S Hardware Window Display Competition, by the Geo. H. Strang Hardware Co., Richland Center, Wis., was given Honorable Mention by the judges of the contest. The wheel and its accessories were constructed entirely of salable hardware. The supports of the wheel had a base of roof side saddles, the pillars being formed of stove pipe and elbows. The rims were of angle steel, part of the construction of a 10-barrel round stock watering tank, air guns having been attached to the angle steel to make the rim more prominent. Dog chains were used for spokes and "Savory" Roasters in halves formed the basket cars. These cars were filled with nickel-plated coffee and tea pots, range kettles, salt and pepper shakers, napkin rings, dippers, cream and sugar sets, etc. The "lady" at the refreshment stand was busy attending to a chafing dish. At her left stood a coffee percolator upon an oil stove. The pyramid shown in the illustration was formed of a nail keg and building paper suitably draped with cheese cloth. On the pyramid were displayed carving sets, watches, safety razors, tea and tablespoons, etc. The floor was covered with green excelsior, and the color touched up the display admirably. The background of the exhibit was put up temporarily to make it possible to obtain a photograph of the window without showing the interior of the



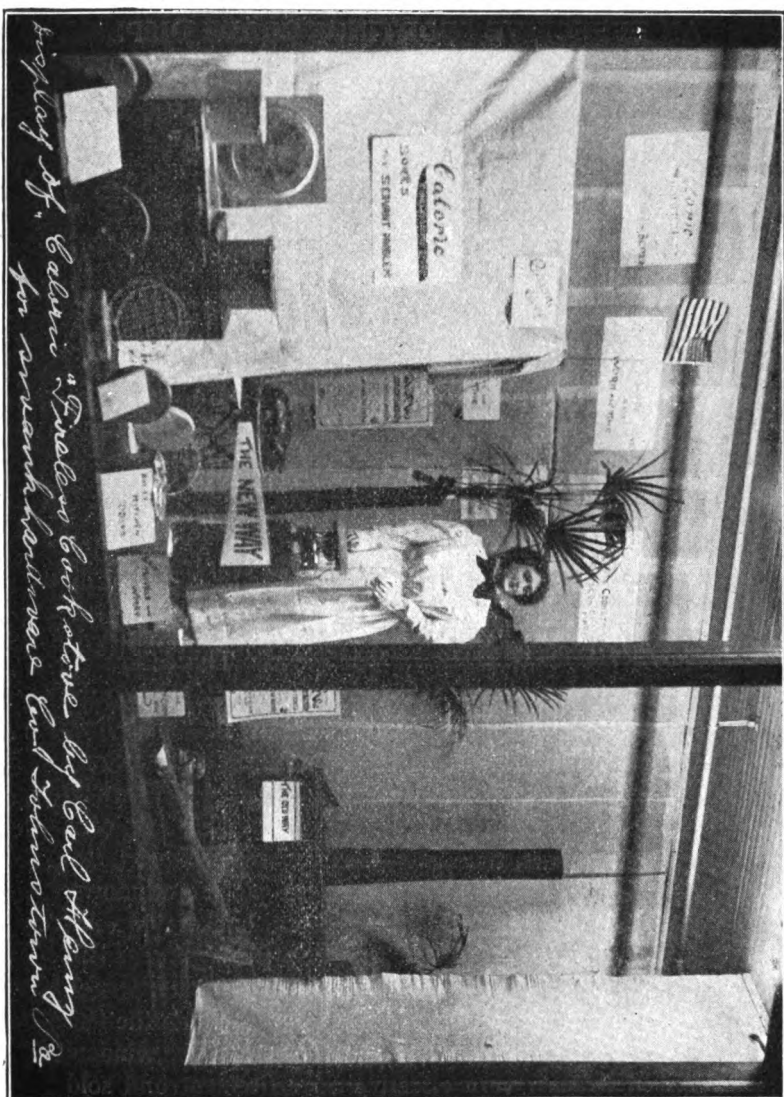
store. The display was arranged to show up as attractively from the interior of the store as well as the exterior. The picture was taken by a seven-minute exposure, with 16-candlepower lamps burning in the window. The Geo. H. Strang Hardware Co. advised that many sales resulted from this exhibit.

A WINDOW DISPLAY OF FIRELESS STOVES.

The accompanying illustration shows a window display of fireless stoves made for the Swank Hardware Company, Johnstown, Pa., by Carl Heinz, the company's window trimmer. Mr. Heinz's description of the display follows:

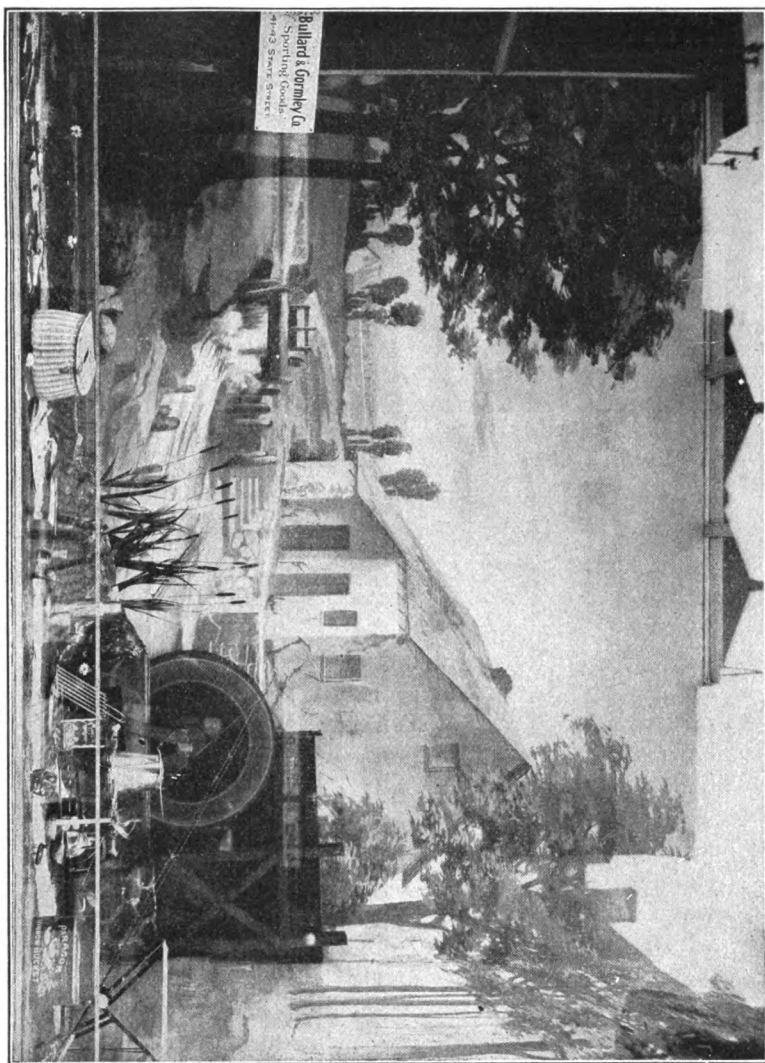
"For a background, I used sky blue crepe paper. Advertising cards of fireless stoves were used as trimmings, and on one side of the window I put up a canvas tent in which I placed a table and some camp chairs, and on the table was placed a roasted turkey. On one side of this tent I placed a fireless stove with all the utensils belonging to same, and near this, on a small stump, I placed an alcohol stove. Nearby was a lady in camping costume, showing the use of the stoves.

"I printed a card with the words, 'The New Way,' and placed it near this stump, and in contrast to the above, I had a very old stove placed opposite with the words, 'The Old Way,' printed on a card near it. In front of this old stove is some fire wood, and all around on the floor I used green mesh in imitation of grass. This with a number of advertising cards, which I printed, gave a camping scene, the effect of which was very gratifying, and as a result we sold many fireless stoves."



AN EFFECTIVE SPORTING GOODS DISPLAY.

The accompanying illustration shows a window display which Bullard & Gormley Co., 43-45 State Street, Chicago, used to advertise their line of sporting goods. It was designed and installed by Robert Koechert for the company, and was the means of very materially increasing their sporting goods business. At the rear of the display was a scenic painting measuring 17 feet 5 inches by 9 feet. A miniature mill wheel measuring 28 inches was made to revolve with water power of city pressure, the water flowing into a tank, with overflow, measuring 5 feet by 13 inches by 28 inches. The tank was divided with wire and in it were placed two carps, four bull heads and about 50 minnows, stones and sand resting at the bottom of the tank. Sawdust, green dyed, to represent grass, was placed on the floor of the window, and a sidewalk was made of gravel. Daisies and cat tails were placed here and there in the grass. The following goods were neatly arranged in the window: One gun; one rifle; three fishing rods; one fishing rod, with line, spinners and minnow; two minnow buckets; one camp kit; two hunting hatchets; a whisky flask; a Thermos bottle; two drinking cups; one fishing tackle box, containing spinners, reel, lines, knife, minnows, hooks, etc. On the floor of the window were placed minnows, frogs, a fly book and flies; a trout bucket; two dip nets; two reels; a reel with case; fishing lines; fish scrapers and a camp chair. The revolving water wheel, with the water flowing into the tank in which the fish swam, attracted multitudes of observers. The window proved to be a very effective advertisement and sold



numerous articles in the sporting goods line for Bulard & Gormley Co.

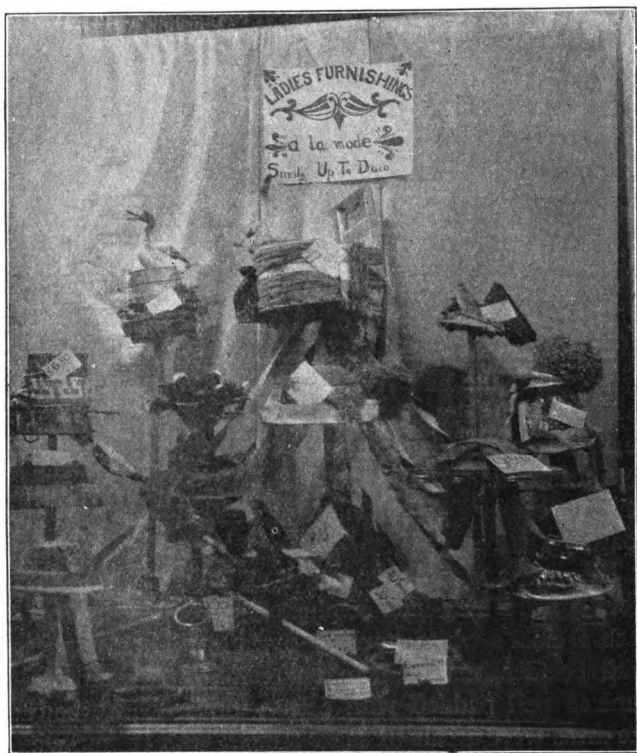
"LADIES' FURNISHINGS" IN A HARDWARE STORE WINDOW.

The accompanying illustration shows a rather unique window display which was designed by C. E. Sloan for the Evans Hardware Company, Statesville, N. C., and which, according to Mr. Sloan, was the means of attracting a great number of people to the store. Mr. Sloan sent the photograph and description thereof to THE AMERICAN ARTISAN with the hope that some of its readers might get some ideas from it that, presented for publication, would aid him in designing other displays of this character.

The floor of the window was covered with lap robes. Pedestals were made by tacking blocks, about 4 inches square, on each end of 1-inch square pieces of different lengths, the whole being covered with crepe paper. Twelve "hats" are seen in the window, all made of articles kept in a hardware store. For instance, the one in the middle was made of a large wooden dough bowl, an enamel pudding pan placed on top, a shell belt placed around the pan and a carving set placed in the belt. The "Merry Widow," priced \$9.00, was made of a large waiter and small wooden bowl inverted on top, with a fire poker for a hat pin. Crepe paper was used in trimming most of the hats, except a few which were trimmed with different colored lap robes.

The banner hat was marked "Sold," and was made with a No. 3 galvanized wash tub, four lap robes, a wash-board for a feather and a duck decoy for a bird. Two rolls of cotton hose were crossed on the floor and

priced "Hose 70c per Pair." Garden hose was priced "10c per ft., 2 ft. 20c." Hose clamps were used for hose fasteners. Steel wire drill spouts were used for hair rats, ordinary gun powder for face power, and



dry red paint for face paint. A pair of hedge shears, a sickle and a horse rasp were used for a manicure set. Horse and mule shoes were placed around, and appropriate signs were used. Stove pipe collars were used for ladies' collars, etc. Two cash drawers (which can-

not be seen in the picture) were tacked upon the wall, one being open and one closed. A large sign—"Ladies' Furnishings," etc.—was placed at the back and above the display.

A WINDOW DISPLAY IN WHICH HATCHETS WERE FEATURED.

A Washington's Birthday Window Display of hardware in which hatchets were appropriately featured, and which was entered in THE AMERICAN ARTISAN'S Hardware Window Display Competition received Honorable Mention from the judges of the contest.

The display was arranged by Charles Aff, with Martin Engelhart, 2538 Lincoln Ave., Chicago.

The sides and bottom of the window were covered with red crepe paper. The background was covered with red, white and blue crepe paper draped in curtain form; in the center of the background are two small American flags crossing each other, with this sign attached: "We cannot tell a lie. They are first-class hatchets." A lath hatchet was held to the cardboard by wire.

The figure was put together as follows: The legs were formed by 3-inch conductor pipes, drawing over each a child's white stocking and using black slippers with buckles, made of gold paper. A 10-quart galvanized pail padded with cotton made up the body; the arms were a pair of socks stuffed with cotton, with wire running through the center so as to make the arms adjustable; they were pinned to the shoulders of the body. Drawn over each arm were child's white gloves, stuffed with cotton to show the hands. By filling a papier mache mask with cotton a head was formed, sewing cotton across the entire forehead of

same then drawing it back in such a manner as to produce a pompadour effect, finished by long rolls of cotton held in place by being wired to the back of the



head, in imitation of curls. The hat was made of three pieces of cardboard in such shape as to show the Colonial style, and was covered with blue crepe paper, all held together by means of brass paper fasteners. The pants were made of yellow crepe paper glued together and bound at the bottom with small strips of

gold paper; the coat, of the same shade of blue crepe as the hat, was fitted to the body; it was trimmed with round pieces of gold paper in imitation of gold buttons. Sleeves were made of white crepe paper and glued to the coat; a strip of white crepe, frilled on both edges, gave a blouse effect to the front of the immortal George Washington.

A small limb of a willow tree was decked out with leaves of green crepe paper, while cherries were created out of red crepe paper stuffed with cotton, all being tied to the branches of the tree by wire; this made up the historical cherry tree, resting in an inverted funnel to hold it in place, the funnel being concealed by green crepe paper cut into threads in imitation of a grass plot, the latter being surrounded by hatchets of all styles and sizes; one hatchet was held wedged in the tree while the handle rested in the right hand.

The side of the window shows a tool display as follows: The center was formed in the shape of a Masonic emblem, a brass plumb bob representing "G"; this was surrounded by four saws arranged in the form of a diamond, the spaces being filled out with minor tools. Above the diamond was placed a semicircle of hatchets, while below was a semicircle of hammers; the corners were filled in with pliers ranging from the largest to the smallest sizes and squared at the bottom by zigzag rules. The whole was illuminated by four 16-candlepower bulbs.

A great many people, passing the window, stopped to view it. It proved not only effective from the artistic and esthetic viewpoint but it was the most effective silent salesman the firm ever had. The actual receipts amply testified to the silent salesman's persuasive powers.

AN ARTISTIC DISPLAY OF CUTLERY.

A "Swastika" display of cutlery designed by Max J. Elliott and installed in the window of John Weis,

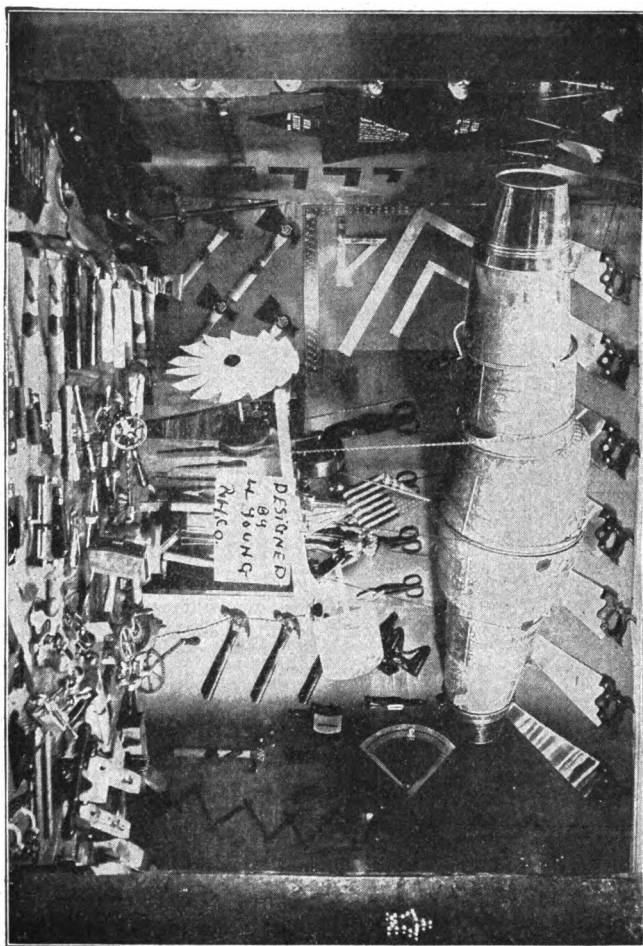


Nashville, Tenn., is said to have resulted very profitably to Mr. Weis. The display was 10 feet high, 8½

feet on the back wall, and $6\frac{1}{2}$ feet on either end. The "Swastikas" were made of $\frac{1}{2}$ -inch lumber, covered with red plush and bordered with apple green "Art-Chenille." The plaited backgrounds were of white bunting with "crow feet" and borders of red of the same material. They were made on frames of 1x3 lumber, and in sections. The small "Swastikas" shown were on stands 9 inches above the floor. The center of the floor was puffed with white bunting, with a red border next to the glass. Mr. Elliott states that the display was unusually attractive and inexpensive, when the trade winning value is considered. It will be observed that there was no crowding.

AN "AIRSHIP" IN A WINDOW DISPLAY.

The Ruhling Hardware Company, Salina, Kansas, recently made an "airship" the feature of a window display of hardware. It was designed by L. L. Young. The window measured six by eight feet. The "airship" was suspended from the ceiling by invisible wires wrapped around the body. The "gas bag" was made of two 1-bushel measures, two $\frac{1}{2}$ -bushel measures, two 10-quart tin pails, and two 12-quart galvanized pails. The deck was formed by two yard-sticks drawn together at each end, with a common saw cutter laid between. The propeller was made of one tin pot-cover cut to give the proper effect. The propeller shaft was a $\frac{3}{4}$ x10 machine bolt, and the pulley was a wooden hay carrier pulley. The propeller was run by a $\frac{1}{36}$ horsepower motor attached to the window lights. The rudder was made of a piece of scrap tin cut to suit and supported by a No. 7 jointer plane.



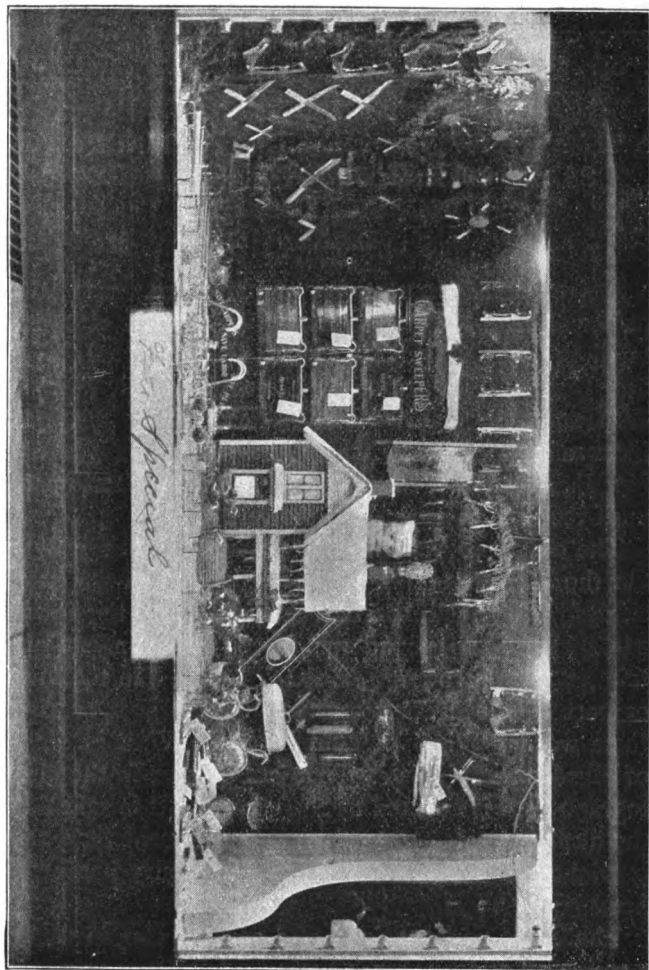
The background and the floor of the window were covered with an artistic display of carpenters' tools.

A GOOD CHRISTMAS WINDOW DISPLAY IN A ROCKFORD (ILL.) HARDWARE STORE.

A Christmas window display of hardware which received Honorable Mention from the judges of THE AMERICAN ARTISAN'S Hardware Window Display Competition, was submitted by Ed McNamara, with McGuire Bros., Rockford, Ill. It is shown herewith.

The window was 14 feet long, 6 feet wide, and 6 feet high, the background being covered with black cloth. The bottom was covered with cotton batting sprinkled with artificial snow, which gave it a good snowy effect. The goods shown were carving sets, knives, scissors, carpet sweepers, nickel-plated bathroom fixtures, skates, sleds, and other articles in demand at Christmas time.

In the center of the display was placed a model of a cottage, the roof being covered with the "snow" above mentioned. A few icicles from the roof, made it look natural. A lawn fence was placed in the front of the cottage, with a gateway opposite the front steps. The fence was made of fine mesh wire with spikes for posts. A few trees of evergreen were placed in the front yard and with some of the branches covered with the "snow" made a nice setting. In the right-hand corner stood an automobile which was made up of four granite covers for wheels, a bath-tub seat for box, a cover of a granite roasting-pan for a top, and a double nickel-plated glass holder and soap dish for the front and head lights, respectively.



Santa Claus appeared at the chimney of the cottage on which was perched a hoot owl. Quantities of ever-green and holly were used in this display, which sold goods, according to Mr. McNamara.

A WINDOW DISPLAY DESIGNED TO INCREASE SALES OF LAWN MOWERS, GARDEN HOSE, SICKLES, ETC.

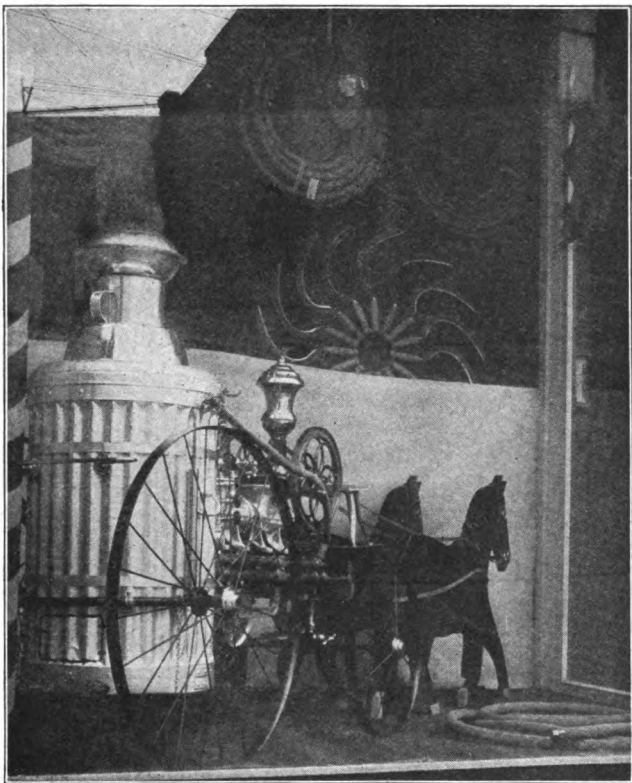
A fire engine, constructed of hardware, was the principal feature of a window display that was entered in THE AMERICAN ARTISAN'S Hardware Window Display Competition by Elmer B. Baker, with L. W. Gunby Co., Salisbury, Md., and which received Honorable Mention from the judges of the contest. Mr. Baker advises that the novelty was gotten up to push the sale of hose, lawn mowers, etc.

The color scheme was black, trimmed with yellow. On the back-ground can be seen garden hose and sickles. The white curtain shown across the lower part of the back-ground was placed there only to obtain a good photograph of the window. On the lower part of the background was a large sign bearing these words: "Send in Your 'Alarm', When in Need of Hardware." This sign can not be seen in the photograph as it is covered by the curtain. It is said that the display created more favorable comment than any previous display gotten up by the Salisbury hardware firm.

The boiler part consisted of a garbage can, inverted, a milk pail and two wash basins. A battery ammeter served as a steam gauge and three radiator air valves as gauge cocks. A small boat whistle was employed

to serve its purpose. Bicycle pumps and nickel-plated towel bars completed the fixtures on the boiler.

A bread pan filled with coal was suspended under the boiler to represent the coal on the rear platform.



The wheels were taken from push carts to serve their purpose. Axles were iron cut and bent to shape. The finish for the axles was nickel-plated flanges. The pumping part consisted of two spray pumps, two levels, four meat choppers, one bath cock and one cup.

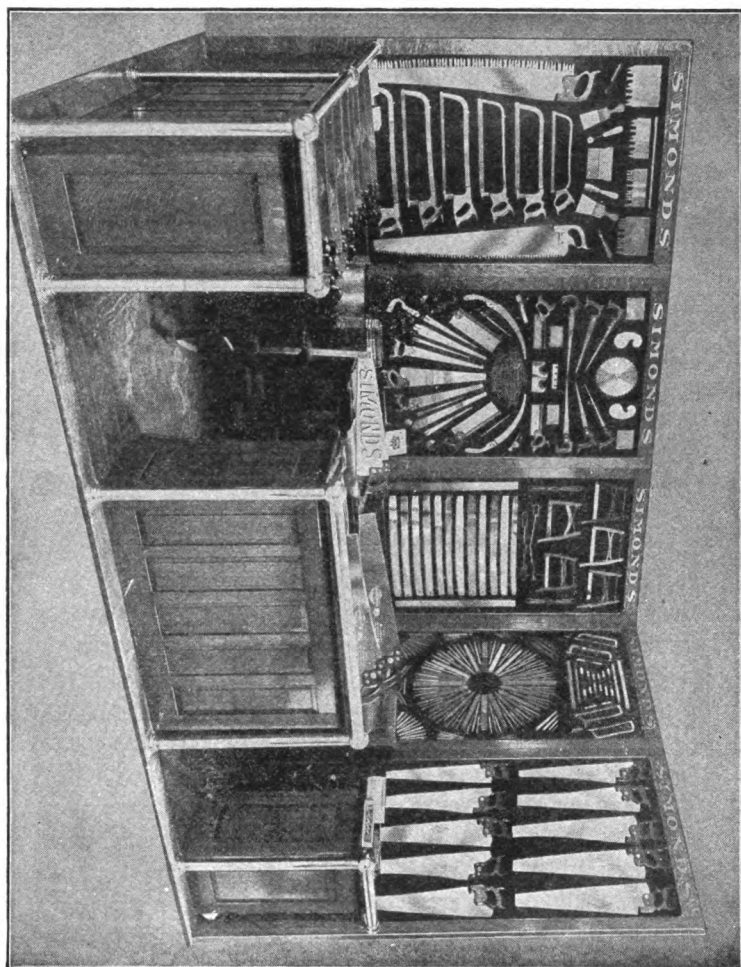
A coffee mill served as the engine's steam dome. Connected to the mill was a small motor which kept the mill revolving. This motion caused many persons to stop and inspect the display more closely. The support over the front axle was a bath cock connected to the boiler by a supply pipe. Door bells, levels and marking gauges completed the display at the front end.

The "horses" were made of board and were fastened together by a piece of pipe and two floor flanges. Harness rings were fastened on the head part for the eyes, nostrils and bridle rings. Belt lacing served for harness. A scale beam formed the shaft pole and inside calipers the double and swingle-trees.

AN ATTRACTIVE SAW DISPLAY.

This illustration is an accurate reproduction of the Simonds Saw Exhibition Booth which was used at many of the Hardware Association Conventions by the Simonds Mfg. Co., Fitchburg, Mass. The construction of the booth was unique, and when set up added greatly to the appearance of the Hardware shows. The booth was made of polished oak throughout, with a brass railing around the outer edge.

In addition to Simonds Hand Saws it showed up the company's line of Files and Hack Saws and such other similar saws as are sold by the Hardware trade. The entire arrangement was neat and compact. It occurs to the Simonds Mfg. Co. that it would be well for more of the exhibitors at Hardware Exhibitions to use a display of this nature, which, while not decreasing the cost, greatly increases the appearance of the exhibit.

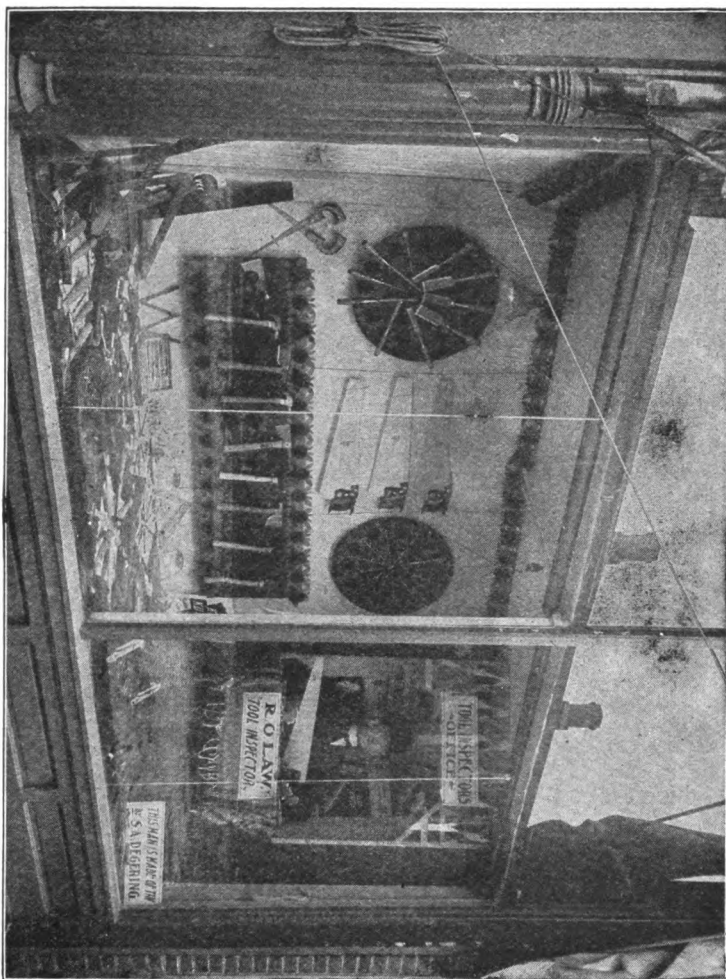


AN EXCELLENT TOOL DISPLAY.

The judges of THE AMERICAN ARTISAN'S recent Hardware Window Display Competition made Honorable Mention of the Tool Display entered in the contest by S. A. Degering with J. E. Kercher, Wolcott, Ind. They praised the design and scheme very highly and regretted that the rather poor photograph did not do the display justice. Mr. Degering's description of the window is as follows:

"The window is 14 feet long, 4 feet wide, and 6 feet 4 inches high. The ends and back wall were papered with light blue, with scrolls and flowers showing up to advantage, making the design very attractive. We have two rosettes made out of wood 24 inches in diameter, covered with red muslin and tacked on with brass-headed tacks; one has bits fastened on with narrow strips of copper and tacked on with brass-headed tacks; the other one is the same as the first, except that the tools are 'Keen Kutter' beveled wood chisels, and both are decorated with red roses and green leaves, which make a very fine display, and they are suspended on the back walls by brass chains. Next I have a panel, 6 feet by 20 inches, covered with black muslin and tacked on with brass-headed tacks, the same having tools thereon—hatchets and hammers fastened with copper strips and brass-headed tacks and surrounded with vines and red roses. Between the rosettes and just above the panel below, I placed 'Keen Kutter' saws, suspended by small brass wire.

"The bottom or base of the window is covered with black muslin, tacked on with brass-headed tacks. The back of the base is 4 inches higher than the front. On this ground work I have two rosettes 20 inches in



diameter, covered with red muslin tacked on with brass-headed tacks. On them I spell the words 'Keen Kutter' with small tools, such as drills and punches; they are decorated with red roses and scattered promiscuously over the bottom of the window, I have cartons of various small tools, placed on white ground work, circled in roses, and scattered all over the window I have small and large tools, showing them to the best effect.

"Last, but not least, to complete this window I cut off 3 feet 6 inches from the east end of the window, and made an office which we call the 'Inspector's Office'; the frame I made of $1 \times \frac{7}{8}$ -in. lumber, and wrapped the exposed surface with blue tissue paper, and then made lattice work out of tissue paper. I then made a man of out tin, 5 feet 9 inches high, dressed him in a suit of clothes, with collar and tie, and set him on a chair back of the stand, and placed in his hands a 'Keen Kutter' saw. Just above his head I have a printed card which reads 'Inspector's Office,' and just in front of the stand I have another card, which reads 'R. O. Law, Tool Inspector,' R. O. Law being the representative of the 'Keen Kutter' people in this territory.

"The idea of the man in the window is to convey the idea that all 'Keen Kutter' tools are inspected and warranted, and must be right."

A WINDOW DISPLAY OF SERVING DISHES.

A window display of serving dishes which was entered in THE AMERICAN ARTISAN'S Hardware Window Display Competition, by Arthur Hoffman, with P.

Hoffman, Sedalia, Mo., received Honorable Mention from the judges of the contest.

The background and floor space of this window



were first covered with white crepe paper. Then in the center of the background was placed a cardboard sign about 20x30 inches in size, reading as follows: "Prize Offer: The chafing dish in the center

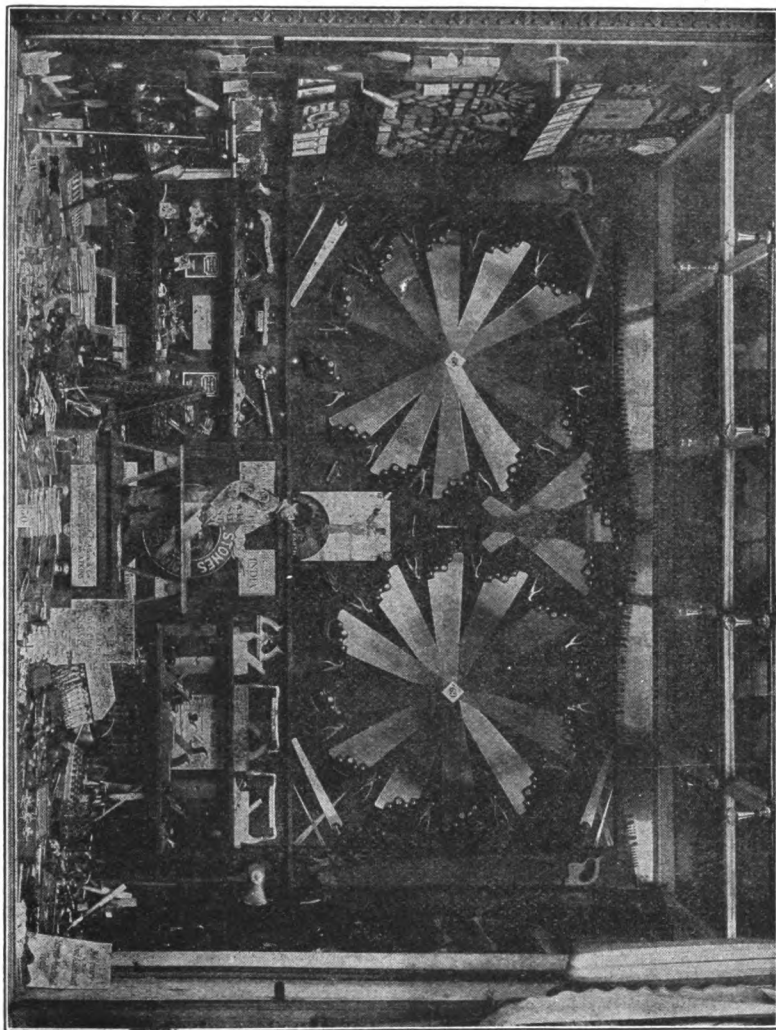
of this window will be given away free to the person giving the best recipe for baking in a serving dish. Every purchase in our store entitles you to one entry. Further particulars will be given for the asking."

On the remaining space of the background were placed a number of serving dish recipe booklets, and two oval signs. A number of nickel-plated serving dishes, one nickel-plated chafing dish, and one nickel-plated coffee percolator were used to cover the floor space. These goods were displayed on white pedestals made of white card-board and covered with fancy paper napkins, and price marks on front of the pedestals. Three "Savory" roaster signs were also used in the display. One was placed at the top of the front glass of the window, and one on each side of the front glass of the window.

The entire display proved to be a very attractive one, and it is stated that every serving dish in stock was sold in a short time.

A HARDWARE WINDOW DISPLAY IN WHICH ATKINS SAWS WERE FEATURED.

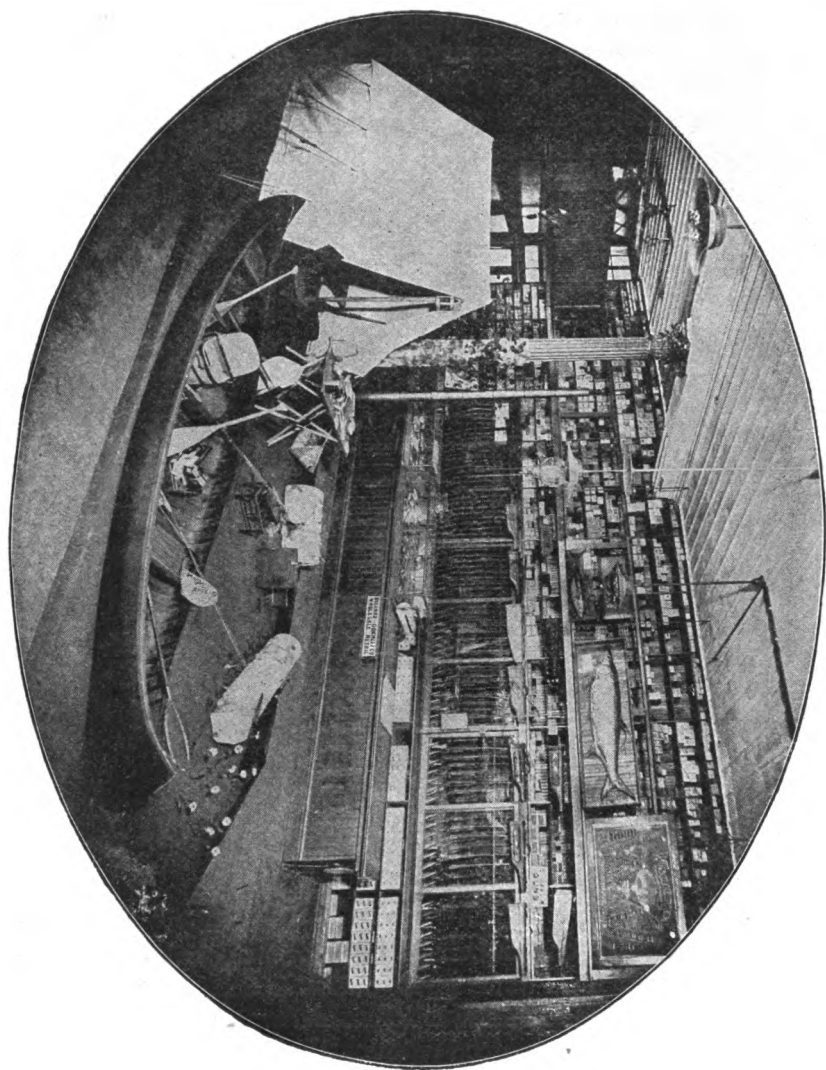
Bullard & Gormley Co., 43-45 State Street, Chicago, recently ran a window display of hardware in which Atkins saws constituted the principal exhibits. The window, which is reproduced herewith, was designed and installed by Robert Koechert for the company. During the time that it was shown the company reported a 30 per cent increase in the sale of saws and other tools. The center of attraction was a moving figure, furnished by E. C. Atkins & Co., and with which they provide hardware dealers in making displays of their saws.



**A NOVEL ATTRACTION IN THE HARDWARE
STORE OF BULLARD & GORMLEY
CO., CHICAGO.**

Bullard & Gormley Co., 43-45 State Street, Chicago are great believers in show window advertising. Their many years' experience in the hardware business has convinced them of the almost inestimable value of attractive window displays. Recent issues of THE AMERICAN ARTISAN have contained illustrations of some of the window displays that the company have used of late with very profitable results, but the illustration here presented shows a camp and camping outfit that was arranged on the floor of their store, in the sporting goods department at the rear, by Robert Koechert, one of the company's employees. The camping scene itself occupied a space 28 feet long by 10 feet wide. The scene was depicted so naturally that scarcely a person who visited the store of Bullard & Gormley Co., while the exhibit was on, did not pause to view it and comment on it. The company reported the sale of many complete camping outfits as a result of the display, besides the sale of innumerable individual articles for sportsmen's use.

The tent measured 7x9 feet, the length of the canoe being 15 feet. The logs shown in the picture were wooden frames covered with bark, the iron post in the store near the camp being also covered with bark to add to the rural appearance. Saw-dust, dipped in aniline dye, bore a very strong resemblance to the green grass. At the right of the illustration can be seen daisies, cat-tails and water lilies, strewn here and there in a space in which a pond scene was arranged. In the tent were two camp beds, a rifle, a folding



pail and folding basin, while a folding lantern hung at the entrance to the tent. Directly in front of the tent stood a folding camp table, a stool with comfortable wooden back, and a folding camp stool. On the camp table were placed dishes and a deck of cards. On the grass were placed a camp cooking kit and a camp baker. Near the short log was placed a granite tea kettle, with fire wood underneath. A hunting hatchet and hunting knife were placed on the larger log. In the canoe the following articles were displayed: Refrigerator basket, with one leather covered pocket flask; trout basket, capacity 13 pounds; a canteen, one gallon capacity; a trout net; a dip net; two fishing rods with reels, lines and spinners; another rod, with case; two paddles; an 8x10 tackle box, containing minnows, hooks, spoons, 100 yards of line, half dozen sinkers, etc. In front of the canoe a minnow bucket stood.

The entire exhibit proved to be one of the best advertisements for their line of sporting goods that Bullard & Gormley Co. have ever installed. Owing to the large amount of floor space that the company have they are able to make a display of this kind to advantage.

AN EFFECTIVE DISPLAY OF CARPENTERS' TOOLS.

In the illustration herewith is shown a display of carpenters' tools which C. E. Stukas & Son, Clinton, Iowa, put in their show window, and which they declare brought them good results. They did not try to carry out the "all one kind" or "one brand" idea as

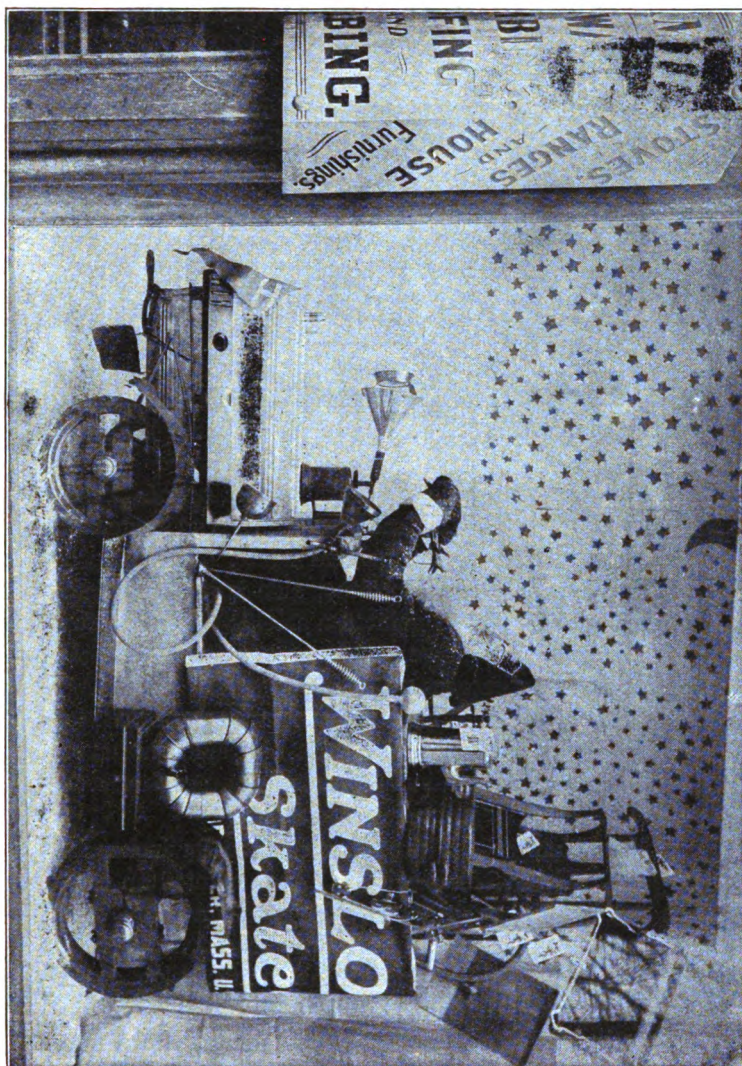
they frequently have done in the past, this display being simply one of carpenters' tools of standard manufacture, each tool bearing the price in plain figures.



During the time that this display was made, the firm made a specialty of tool advertising in their local papers. They were much pleased with the returns that the display brought them, the goods having been exhibited without the slightest damage to them.

AN AUTOMOBILE BUILT OF HARDWARE.

An automobile built of hardware taken from the stock of the James Hamil Company, Watervliet, N. Y., constituted a window display which was entered in THE AMERICAN ARTISAN'S Hardware Window Display Competition, and which received Honorable Mention from the judges of the contest. The display was designed and arranged by Kyran A. Fisher with the James Hamil Company. The wheels were formed of wood split pulleys, with barn door track connecting front and back sets of wheels. Two 30x30 stove boards formed the floor. A large ash can was used for the front of the auto, the front part of the ash can being covered with galvanized wire. A grindstone shank and handle were attached to the center of the ash can. Two wash-boards were used for dash board, with a towel bar fastened on top of the board. Two hall-stand hooks were used for handles, a small wheel being used for the steering gear, and two stove poker for the first and second gears. A gasolene torch with funnel was used for a searchlight. A copper funnel to which gas tubing was attached served for the "honk honk" alarm. Two No. 16 coppered oilers were used for side lights; two pieces of sheet iron were used for guards and steps. Two Stanley levels were used to give the front of the automobile a finished appearance. The small object seen on top of the ash can at the head of the machine is a salt shaker. None of the articles used in the construction of the auto were in the least bit damaged.



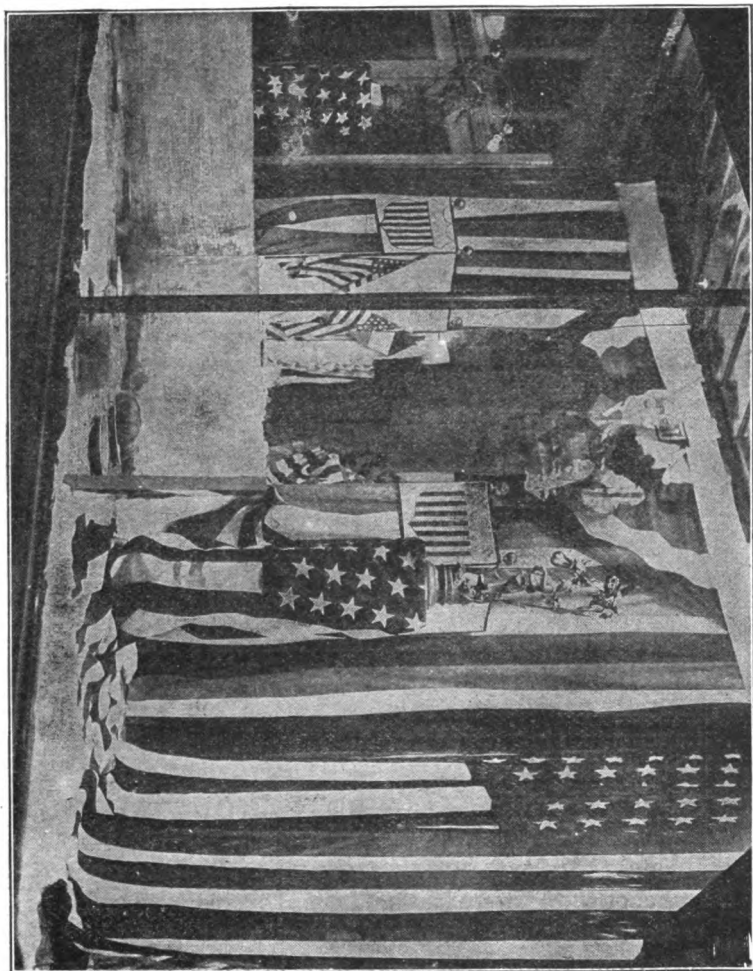
A GOOD DISPLAY FOR ADVERTISING PURPOSES.

A special advertising display which was used by the Adoue-Blaine Hardware Co., Houston, Tex., two days prior to President Taft's recent visit to that city, was spoken of very highly by the judges of THE AMERICAN ARTISAN'S Hardware Window Display Competition, in which it was entered by Max J. Elliott, the company's window dresser. Mr. Elliott's description of it follows:

"The display proved very popular and attracted wide attention, the advertising being very satisfactory. The back wall is covered with red, white and blue, hanging in a drapery, with an 8-ft. fan in the center.

"The stand on which the large painting of President Taft stands, is a frame made of 1x3 material, covered with canvas and painted white, being striped on the edges with red; on either side is an extension, on the face of which is painted a shield; this measures 16x16 inches; the entire stand extends from the wall 28 inches, and measures 7 ft. 8 in. over all. The lower part where the painting is standing measures 5 ft. in length, by 28 in. wide; the ends and sides measure 36 in. in height; a two-inch brass ball is on each corner of the top, relieving the flat appearance.

"The painting is a profile, measures 84 inches in height and 44 inches in width; it was painted on canvas in oil, then mounted on No. 20 strawboard, and cut out with a sharp knife. It was braced in the rear to obtain the life-like position; an immense log chain was hung from behind, and coiled on the floor, on which the President stands, the end coming down into the pit, where five real live "Billy Possums" are

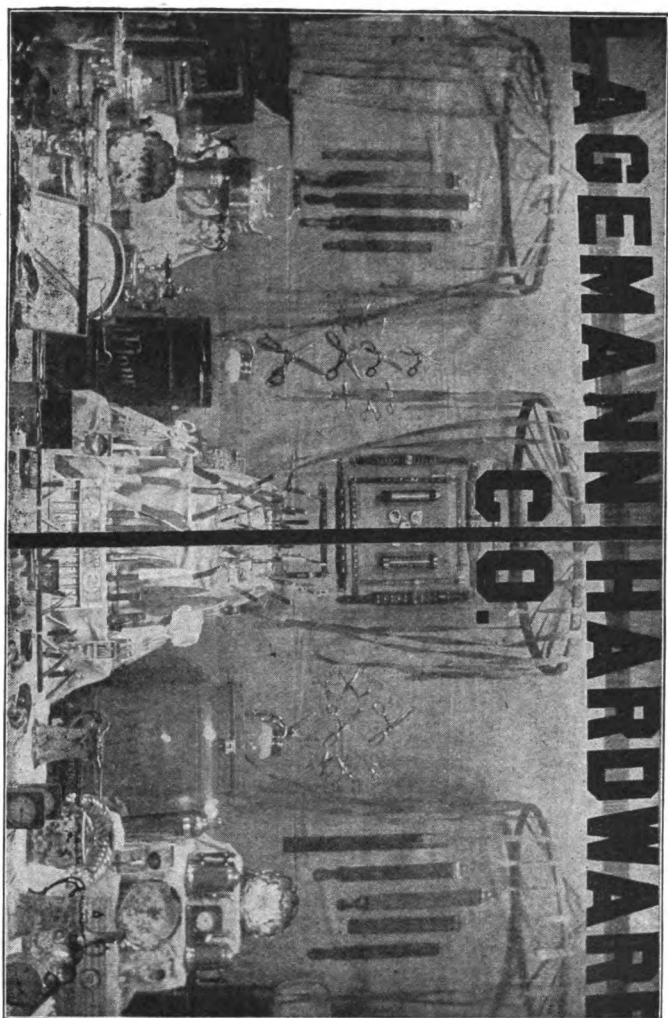


chained with small dog leads, to the big hook on the end of the chain, giving the effect from a direct view, of the arrival of the President with his "team" of 'Possums; the pit in which the 'possums are, measures 8 ft. on the front and 5 ft. on the back, and is made of 2x2 material; the inside is covered with stove-pipe iron, making it in height 24 inches; this is painted blue.

"The floor is covered with sand. Wish to call attention to the bad reflection in the photo, at the left of the painting; this is due to the oil painting causing 'high lights' on the President's silk hat. As a whole the show is unusually attractive and good advertising for a short time, but I would never run a window of this class longer than three or four days. It does not produce direct results."

ATTRACTIVE WINDOW DISPLAY OF A QUINCY (ILL.) FIRM.

The judges of THE AMERICAN ARTISAN'S Hardware Window Display Competition made Honorable Mention of an exhibit submitted by E. J. Bracht, with the Lagemann Hardware Co., Quincy, Ill., here shown. This display was put in during the holidays and was made up of articles selected from the company's stock as suitable for holiday gifts. All of the goods were useful and a few were ornamental as well. The three rings or hoops shown were bait net hoops covered with green crepe paper, with strips of green paper depending therefrom. Short strips were used in front, gradually increasing in length to the back. The color scheme of the window was green and pink.



AN EFFECTIVE DISPLAY OF TOOLS.

The judges of THE AMERICAN ARTISAN'S Hardware Window Display Competition, made Honorable Men-



tion of the window display of Tools, submitted by Arthur Hoffman with P. Hoffman, Sedalia, Mo. The back ground, side wall and floor space of this window were covered with black calico. A circle of hatchets

with white card board letters between the hatchets in the circle, a number of hatchets, hammers, cold chisels and pinch bars placed within and without the circle, and three large painted signs, made the back ground of the display. Along the side wall of the display were shown a selection of single and double barrel shot guns and three hunting coats. The floor space of the window was used to display hatchets, nail and machinists' hammers, picks and mattocks.

TWO ATTRACTIVE WINDOW DISPLAYS OF L. W. GUNBY CO., SALISBURY, MD.

The judges of THE AMERICAN ARTISAN'S Hardware Window Display Competition made Honorable Mention of the two exhibits, here shown, which were entered in the contest by Elmer B. Baker with L. W. Gunby Co., Salisbury, Md.

The display shown in the first illustration made a splendid record in the selling and advertising of automobiles and accessories. One week previous to this exhibit, the company received three carloads of automobiles which were all painted white, and after these was the auto display designed. The black background contrasting well with the white auto gave the display a strong "far view." The wheels of the automobile were formed of eight ceiling plates; a circular piece of wood, 6 inches x $\frac{7}{8}$ inch, was clasped in between each pair of plates, and fastened to each piece of wood was a one-inch floor flange, which served as a connection for the axle. The tires were made of 2-inch rubber hose. A 1-inch pipe served for the axles. The foot boards were 12x30 enameled sink backs. The mud guards were cut from sheet iron;

shelf brackets served as the guard braces. The body comprised two enameled lavatories; the engine hood was a porcelain enameled flush tank. Nickel-plated cuspidors served for the front lamps; a stove shaker



was used for the engine crank, and a hame string served for the crank holder. The wind shield was represented by a window screen, and the shield braces by galvanized shutter bars. The dash lamps were bicycle lamps. A motor boat steering wheel served

its purpose well. The crank shaft was a $1\frac{1}{4}$ -inch nickel-plated supply pipe. Two funnels joined together and slipped over the rear axle formed the differential case. The axles, spring and mud guards



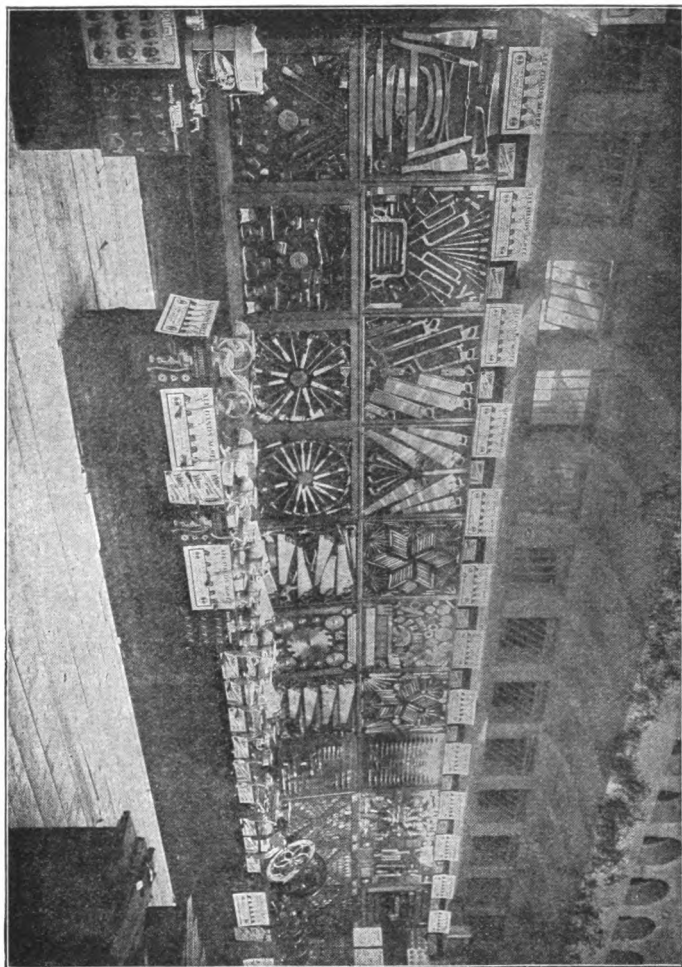
were white enameled. A brass oiler was employed to represent the horn, and a furnace bulb was used to fill its position in connection with the horn. To two iron columns in the front of the window were fastened

horns, side and rear lamps; auto accessories were also fastened to the back-ground. The lettering on the back-ground was done by the designer of the display, the gold letters showing up very prominently. The display was well proportioned throughout, and was the subject of much favorable comment.

The second illustration represents a display of summer goods. The color scheme on the back-ground was celestial blue; cotton suspended from the top of the window and stuck to the glass, produced the effect of a snow storm. The snow storm made a cooling impression upon the minds of the on-lookers. The locomotive and tender are constructed entirely of summer goods. The boiler of the engine was a water cooler; the cab, a bread box. Two milk shake stands represented the driving wheels and the mechanism under the boiler. The driving rods were constructed of ice picks. The tender was a square ice cooler.

COMBINED HARDWARE EXHIBIT OF FIVE PHILADELPHIA MANUFACTURERS.

The accompanying illustration shows the combined exhibit of five great hardware manufacturing companies of Philadelphia, Pa., at the 1910 convention in Milwaukee of the Wisconsin Retail Hardware Association. The exhibit was also shown at other conventions. The five exhibitors were Henry Disston & Sons, Fayette R. Plumb, Inc., North Bros. Mfg. Co., The Enterprise Mfg. Co. of Pennsylvania, and the Miller Lock Co., all of Philadelphia. How attractive this exhibit was and what interest it created among the retail hardware men, may well be judged from the illustration. The symmetrical arrangement of the arti-



cles displayed and the attractiveness of the exhibit in general, might well be studied by most retail hardware merchants, with a view of rendering more alluring the displays in stores and show windows.

AN EFFECTIVE YULE TIDE DISPLAY.

Arthur Hoffman, with P. Hoffman, Sedalia, Mo., entered an Exhibit in THE AMERICAN ARTISAN'S Hardware Window Display Competition, which was Honorably Mentioned by the judges of the contest. Mr. Hoffman's description of it is as follows:

"The window was put in with the intention to display a line of goods suitable to the Christmas trade, and to make as many sales as possible.

"We do not generally display more than one line of goods at a time, but during the holiday season we feel that it pays us to display as many goods suitable for Christmas presents as possible.

"White crepe paper was used as a covering for the background, side wall, and the floor of the window. On the background we displayed ice and roller skates, footballs, boxing gloves, leather gun cases, leggings, shell belts, hunting caps and coats."

"Along the side wall we had a gun rack filled with single and double-barreled shot guns, and above this a number of 'Keen Kutter' safety razor signs.

"In the center of the window we placed an ordinary shipping box covered with white crepe paper, on which were displayed a number of pocket knives with blades opened. At the rear of this box was placed another box covered with white crepe paper standing upright. At the front of this 'Keen Kutter'

and other safety razors were displayed, on one side various sizes and styles of scissors, and on the other side silver-plated tea and tablespoons, etc. The floor



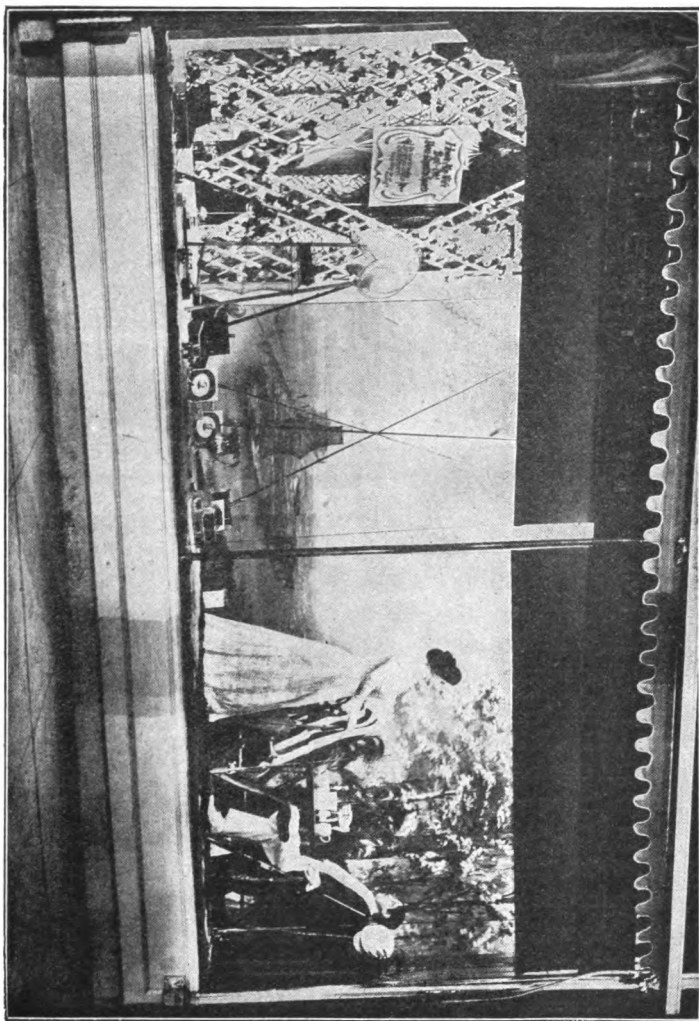
space around these boxes was used to display old style razors and safety razors, razor strops, silver-plated knives and forks, carvers, asbestos sad irons, 'Savory' roasters, etc."

**TWO WINDOW DISPLAYS USED ON OPENING
OF NEW STORE OF ADOUE-BLAINE
HARDWARE CO., HOUSTON,
TEXAS.**

The new store of the Adoue-Blaine Hardware Co. of Houston, Tex., is equipped with unusually fine show windows, which give Max J. Elliott, the company's window trimmer, an excellent opportunity to display his ability, the two illustrations presented herewith offering abundant evidence of his talent in the art of window dressing. These displays were installed when the store was thrown open to the public some time ago.

The first display illustrated has for a background a scenic painting of the seashore, showing a club house and fishing pier. On the left is noted a lattice covered with rose vines, serving as a divider for the front and side window, the two being built into one. On the right is depicted a seashore luncheon under the trees, the painting on the end producing this effect. On the table are a box of cigars and two bottles of beer, also two steins; the left hand of the man holds a half smoked cigar, the right hand holding a bottle of beer; a gun is also resting beside him. Several empty bottles are lying under the table in the grass. This portion of the floor matches the grass shown in the painting, while the rest of the entire floor is covered with sand and perfectly smooth, $1\frac{1}{4}$ inches deep; this, of course, matches up to the scenic effect.

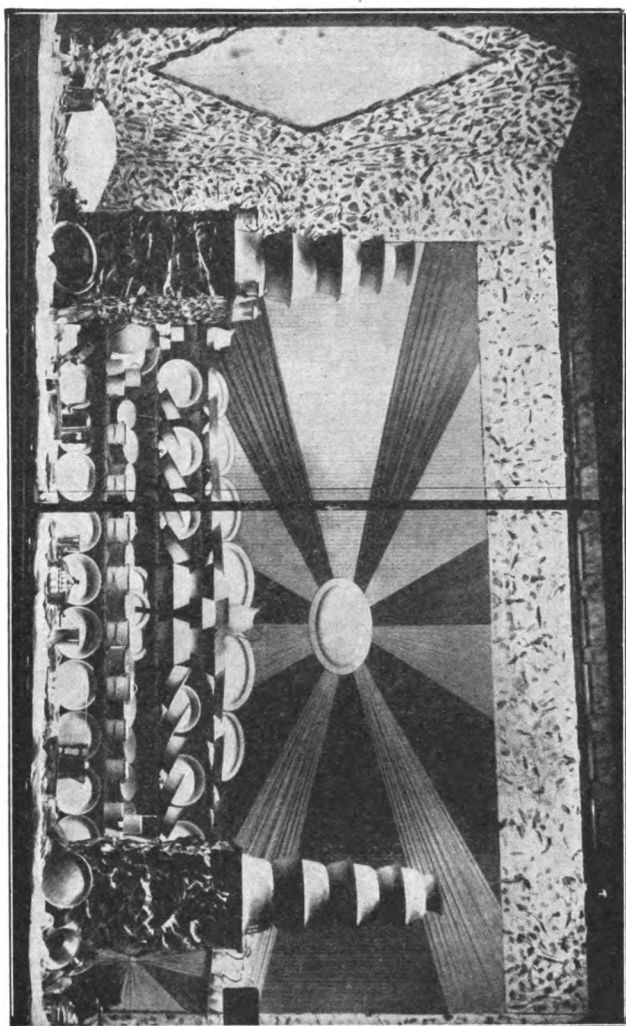
The lady is wearing a handsome dress of white, and carrying a green parasol; beside her chair is a fishing rod and reel, also a lady's shotgun. The week during which this display was run, being Regatta Week of the Houston Launch Club, the club's flag was



thrown over the back of the chair about to be occupied by the lady. The card hung in the diamond in the center of the lattice divider speaks for itself. On the sand are shown fishing tackle, nets, etc. The fishing rods stacked with a net between, slightly obscure the view of the club house out in the water. A large silver loving cup is in keeping with the Regatta. The window proved quite an attraction, and made sales that otherwise would have been missed. The display is 21 feet long, 9 feet 6 inches high, and 7 feet deep.

The second illustration shows another of the window displays which marked the opening of the store of the Adoue-Blaine Hardware Co. It was located on the left of the main entrance, and measured 16 feet in length, 9 feet 6 inches high, and 7 feet deep. This display is devoted to white enamelware, and the floor to aluminum ware. The center piece and background is a large frame plaited in pink and green; the border is 18 inches in width and covered with canvas and wrinkled paper, with a coloring of green on the wrinkled tops, also intermingled with gold. On the left end is a large frame with a pink diamond plaited in the center; this held a show card which fell on the floor while the photo was being made.

The steps are 30 inches from top to bottom; these begin large at the top and narrow down in front, stopping at the back corners of the two massive looking posts out near the glass; these posts are square and measure 16x16; on each end are frames plaited in pink and green; these are 5 feet long x 30 inches high, and set at an angle coming from the inner edge of the 18-inch border to the center of the back of the two square posts in front; the floor is puffed in green with white border. The 18-inch border of the background only

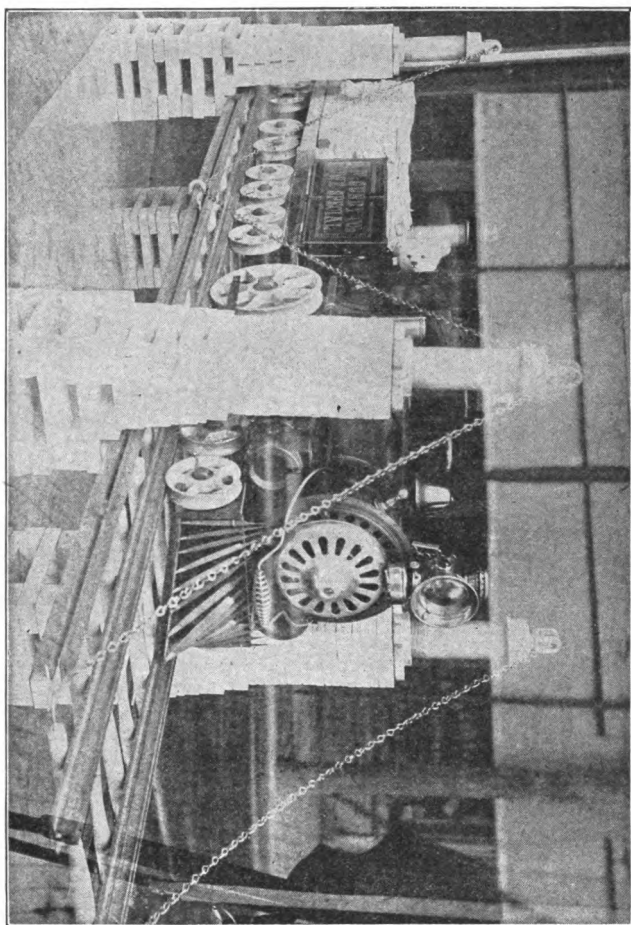


shows in part, on the right in the photo. The display proved quite a success.

The show windows of the Adoue-Blaine Hardware Co. are equipped in a very modern way, the poke bonnet lighting system being used, also extra circuits for special lighting without interfering with the regular lights. Each window has a fan plug for the trimmer's benefit while working in the window; this, too, is on an independent circuit; there is also a clock switch for putting out the lights at the proper time.

A TRAIN, CONSTRUCTED OF HARDWARE, CROSSING A SUSPENSION BRIDGE.

An interesting window display of hardware in the form of a train crossing a suspension bridge, which was entered in THE AMERICAN ARTISAN'S Hardware Window Display Competition by Elmer Baker, with L. W. Gunby Co., Salisbury, Md., was given Honorable Mention by the judges of the contest. The construction of the train was described in a previous issue of THE AMERICAN ARTISAN, in connection with another window display entered by L. W. Gunby Co. The piers of the suspension bridge were constructed of oil stones, 2-inch galvanized floor flanges, 2-inch galvanized nipples and reducing couplings. Barn door track was used for the bridge stringers and brass jack chain served for suspensions. Bright tin was used to represent water. The car shown in the illustration was laden with oil heater wicks and around the display were placed oil heaters. Mr. Baker states that there was no doubt that this display brought L. W. Gunby Co. much new business. It was commented on very favorably by all those who beheld it.



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